2025 Xperfecta Cookie Policy 1.2

To be published on website: Yes

Last Review Date: 01/09/2025

Review Cycle: Annual

Next Review Date: 01/09/2026

Policy Ownership: Dr C D Buckingham, Mr D H Billson

1. Introduction

This Cookie Policy explains how Xperfecta ("we", "us", or "our") uses cookies and similar technologies on our website, xperfecta.com ("the Website").

We use cookies only where necessary for the basic operation of the Website and to help us understand how visitors use it, so that we can improve our content and user experience.

2. What are cookies?

Cookies are small text files that are placed on your computer or device when you visit a website. They are widely used to make websites work efficiently, as well as to provide information to site owners.

Some cookies are essential for the site to function, while others help us measure and improve performance.

3. How we use cookies

We use the following categories of cookies on our Website:

Domain	Cookie Name	Description	Duration
www.xperfecta.com	_pk_id.2.9eff	Used to store a unique visitor ID for analytics. Set only if you accept analytics cookies.	13 months
www.xperfecta.com	_pk_ses.2.9eff	Short-lived session cookie used to group page views within a single visit. Set only if you accept analytics cookies.	Session
www.xperfecta.com	MATOMO_SESSID	Temporary session cookie created for functional testing. Contains no tracking data.	Session
www.xperfecta.com	mtm_consent_removed	Temporary session cookie created for functional testing. Contains no tracking dataRecords that you declined analytics so Matomo remains disabled on future visits. Contains no personal data and can be cleared anytime by re-enabling analytics via the toggle.	13 months
Local Storage Key	analytics_consent	Remembers your analytics choice ("accepted" or "rejected") so the banner and toggle stay in sync. Stored only in your browser's local storage, not a cookie, and contains no personal data.	Until you clear browser storage

4. Analytics with Matomo

We use Matomo, a privacy-friendly, open-source analytics platform that we host and control ourselves.

When you accept analytics cookies, Matomo sets a small number of cookies that allow us to collect anonymous usage data such as:

- Which pages are visited and for how long

- The type of device and browser used

- Approximate location (city level, based on anonymised IP address)

All data is stored on our own server and is never transferred outside the UK/EEA. We never share data with third parties. Your full IP address is never stored, and no personally identifiable information is collected.

If you decline analytics cookies, Matomo will not be activated and no analytics data will be collected.

5. Managing your cookie preferences

When you first visit our Website, a banner appears asking you to accept or decline analytics cookies. You can change your choice at any time using the toggle on the policies page. Your preferences are stored in a single strictly necessary cookie so that we remember your choice.

- Accept analytics cookies: Matomo starts collecting anonymised data.

- Decline analytics cookies: Matomo is not loaded, and no tracking occurs.

6. Disabling cookies in your browser

You can also control or delete cookies through your browser settings. For more information, visit your browser's relevant help section.

7. Updates to this policy

We may update this Cookie Policy from time to time to reflect changes in technology or legal requirements. Any updates will appear on this page with a revised last review date.

8. Contact us

If you have questions regarding the contents of this policy, you can contact our Data Protection Officer by email: info@xperfecta.com (please mark your message For the attention of the Data Protection Officer)