



BROOKDALE PROPERTY MANAGEMENT SERVICES LIMITED – COOKIE POLICY

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. This cookie policy sets out the types of cookies we use, the purpose of using them, the duration of each cookie, and any third parties that may also use cookies.

This policy should be read together with our privacy policy which is available at [the link](#) and which sets out how and why we collect, store, use and share personal information in relation to our platform, as well as your rights in relation to your personal information and details of how to contact us and the relevant supervisory authority if you have a complaint.

Who we are

We are Brookdale Property Management Services Limited (“**we**”, “**us**” or “**our**”). We are registered in England and Wales under company number 08686396 and have our registered office at 86-90 Paul Street, London, EC2A 4NE.

What is a cookie?

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive. For example, we may monitor how many times you visit the website, which pages you go to, traffic data, location data, and the originating domain name of your internet service provider. This information helps us to build a profile of our users. Some of this data will be aggregated or statistical, which means that we will not be able to identify you individually.

Our use of cookies

We will ask for your permission (consent) to place cookies or other similar technologies on your device, except where they are essential for us to provide you with a service that you have requested.

If you consent to the use of cookies on our website, this consent will last for the period noted in the table below. After the expiry of this period, we will seek your consent again for the use of cookies when you access the website again. If you do not select agree or disagree to our use of cookies or do not agree to the use of cookies, the cookie consent message will appear each time you access our website.

We use the following types of cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. These essential cookies are always enabled because our website won't work properly without them. They include, for example, cookies that enable you to log into secure areas of our website. You can switch off these cookies in your browser settings but you may then not be able to access all or parts of our website.
- **Analytical or performance cookies.** These allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.



- **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose so that they can serve you with relevant advertising on their websites.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie name and type	Cookie type	Purpose and duration
Usercentrics Consent Management Platform: • uc_settings uc_consent	Strictly necessary	These cookies are used to store the user's consent preferences and to ensure that cookies are set in accordance with the selected consent options. Duration: • uc_settings – up to 12 months uc_consent – up to 12 months
Cloudflare: • __cf_bm cf_clearance	Strictly necessary	These cookies are used by Cloudflare to identify trusted web traffic, prevent malicious activity, and protect the website against security threats such as bots and DDoS attacks. Duration: • __cf_bm – up to 30 minutes cf_clearance – up to 12 months
Google Tag Manager	Strictly necessary	Google Tag Manager is used as a tag management system to deploy scripts on the website. It does not set cookies itself and does not collect personal data.



Sentry: • sentrysid sentrycsrftoken	Strictly necessary	Session identifiers used by Sentry. These cookies are used for error monitoring and to ensure the technical stability and security of the website. Duration: Session-based or up to 12 months
Google Analytics: • _ga _ga_*	Functional	These cookies may be set by Google Analytics to collect aggregated information about website usage and performance. They help us analyse website traffic, measure performance, and improve the functionality and user experience of the website. Duration: • _ga – up to 2 years _ga_* – up to 2 years
Microsoft Clarity: • _clck _clsk	Functional	These cookies may be set by Microsoft Clarity to analyse user interactions and usage patterns on the website. They help us understand how users engage with the site in order to improve its design and functionality. Duration: • _clck – up to 12 months _clsk – up to 24 hours
Google Fonts	Functional	Google Fonts is used to display fonts consistently on the website. No cookies are set directly by Google Fonts.



Vimeo: • player vuid	Functional	These cookies are used by Vimeo to enable video playback and to collect basic usage information for embedded videos. Duration: • player – up to 12 months vuid – up to 2 years
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Third party cookies

Please note that third parties may also use cookies, over which we have no control. These named third parties may include, for example, advertising networks and providers of external services like web traffic analysis services. These third party cookies are likely to be analytical cookies or performance cookies or targeting cookies.

Choices about cookies

If you do not want to accept any cookies, you may be able to change your browser settings so that cookies (including those which are essential to the services requested) are not accepted. If you do this, please be aware that you may lose some or all of the functionality of our services.

For further information about cookies and how to disable them please go to the guidance on cookies published by www.aboutcookies.org or www.allaboutcookies.org.

Changes to this policy

We may change this policy from time to time, when we do, we will inform users by posting an updated policy on the website.

Contact us

If you have any questions or concerns about our use of cookies, please send us an email at privacy@dwelly.group.