Cookie Policy

Last Updated: July 2026

Owner: Berrywood Accountants

1. Introduction

This Cookie Policy explains how we, **Berrywood Accountants**, use cookies and similar technologies on our website peacockac.com. Cookies help us provide a better user experience, improve our services, and understand how our website is used. By using our website, you consent to the use of cookies as described in this policy.

We use cookies in accordance with:

- UK General Data Protection Regulation (UK GDPR)
- Data Protection Act 2018
- Privacy and Electronic Communications Regulations (PECR)

2. What Are Cookies?

Cookies are small text files stored on your device when you visit a website. They allow the website to recognise your device, remember your preferences, and collect information about your usage.

Cookies may be:

- Session cookies (deleted when you close your browser)
- Persistent cookies (remain for a set period)

3. Legal Basis for Using Cookies

We use:

- **Strictly necessary cookies** under legitimate interest (no consent required)
- **Analytics and marketing cookies** only with your explicit consent

You may withdraw your consent at any time via our cookie settings tool.

4. Types of Cookies We Use

We use the following types of cookies on our website:

a) Strictly Necessary Cookies

These cookies are essential for the website to function properly. They enable basic features such as page navigation and access to secure areas. Without these cookies, the website cannot operate correctly.

Examples:

- Session management cookies
- Security cookies
- Load balancing cookies

These cannot be disabled.

Retention: Session or up to 12 months.

b) Performance and Analytics Cookies

These cookies collect information on how visitors use our website, such as which pages are visited most frequently. This helps us improve website functionality and content.

We may use services such as:

- Google Analytics (with IP anonymisation enabled)

Analytics cookies may collect:

- IP address (anonymised)
- Pages visited
- Time spent on site
- Device information

Retention: Up to 24 months (depending on configuration).

We do not use analytics data to identify individuals.

c) Functionality Cookies

These cookies allow the website to remember your preferences, such as your language or region, providing a more personalised experience.

Examples:

- Remembering chosen language
- Customised page layouts

d) Targeting or Advertising Cookies

We do not currently use advertising cookies for third-party marketing.

4. Third-Party Cookies

Some cookies may be set by third parties whose services we use on the website, such as analytics providers. These cookies are subject to the third parties' privacy policies.

5. Cookie Consent

When you first visit our website, a cookie banner will appear allowing you to accept or manage your cookie preferences. You can withdraw or change your consent at any time by adjusting your browser settings or using the cookie management tool on our website.

6. Managing Cookies

You can manage or disable cookies through your browser settings. Please note that blocking certain cookies may affect website functionality.

Common browser instructions:

- **Chrome:** chrome://settings/cookies
- **Firefox:** about:preferences#privacy
- **Edge:** edge://settings/content/all
- **Safari:** Manage cookies and website data using Safari

7. Changes to This Policy

We may update this Cookie Policy from time to time to reflect changes in technology, legal requirements, or our services. Any changes will be posted on this page with the updated date.

8. Contact Us

If you have any questions about our use of cookies or this policy, please contact us:

- Email: hello@berrywood.co.uk
- Phone: 01489 860800
- Post: Berrywood Business Services Limited, The New Studio, Wintershill Farm, Wintershill, Durley, Southampton, Hampshire, SO32 2AH