

## 2026/2027 Cookies policy

### What are cookies?

Cookies are files containing small amounts of text-only information which are downloaded to your device (your computer, tablet or phone, for example) via your web browser when you visit a website.

Cookies perform lots of different tasks, like allowing you to complete online forms and remembering the browsing preferences you set on a website. All cookies used on this website are considered 'privacy neutral': they cannot be used to identify individuals, and the information they contain is never passed on to third parties.

### How cookies operate on our website:

We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. We also share information about how users use our site with our social media, advertising and analytics partners who may combine it with other information that users have provided to them or that they've collected from use of their own services.

We use different types of cookies on our website;

- **Necessary:** These cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.
- **Statistics:** Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.
- **Preferences:** Preference cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region that you are in.
- **Marketing:** Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers.
- **Unclassified:** Unclassified cookies are cookies that we are in the process of classifying, together with the providers of individual cookies.

### Details of how we obtain consent from users regarding the use of cookies:

We gain consent through a CookieBot banner which appears whenever a user lands on our site, requesting explicit consent from users in all countries. The user can 'allow all', 'allow selection' or 'deny'. The user can select their preferred cookies (except 'necessary' cookies, which are mandatory) and change their preferences whenever they like by pressing the clip icon at the bottom left-hand corner of the screen. From there, a popup appears with the ability to change or withdraw their consent.



**Cookies from third-party sites:**

In order to provide effective online services, Orchard Healthcare Group makes use of popular tools such as YouTube for sharing video content, and social media platforms, like Facebook, for keeping in touch. These sites may also place cookies on your computer. We use a number of suppliers who may also have cookies set on our website. While we may have enabled these cookies for data purposes, we do not control the dissemination of information they provide, beyond that used for our own purposes.

You should check the third party websites for more information about these. For more information please see each website's own privacy policy.

**The cookies we use:**

Provider	Cookie(s)	Domain	Purpose	Expires
Indeed	__cf_bm	.indeed.com	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	30 minutes
Microsoft	_clck	.orchardcarehomes.com	Persists the Clarity User ID and preferences, unique to that site, on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.	1 day
Microsoft	_clck	.orchardcarehomes.com	Connects multiple page views by a user into a single	1 day

			Clarity session recording.	
Meta	_fbp	.orchardcarehomes.com	Used by Meta to deliver a series of advertisement products such as real time bidding from third party advertisers	3 months
Google	_gcl_au	.orchardcarehomes.com	Used by Google AdSense to understand user interaction with the website by generating analytical data.	2 months
Hotjar	_hjSessionUser_*	.orchardcarehomes.com	Hotjar cookie. This cookie is set when the customer first lands on a page with the Hotjar script. It is used to persist the Hotjar User ID, unique to that site on the browser. This ensures that behaviour in subsequent visits to the same site will be attributed to the same user ID.	1 year
Hotjar	_hjSession_*	.orchardcarehomes.com	Used by Hotjar to hold current session data.	30 minutes
Microsoft	_uetsid	.orchardcarehomes.com	This cookie is used by Bing to determine what ads should be shown that may be relevant to the end	1 day



**ORCHARD**

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			user perusing the site.	
Microsoft	_uetvid	.orchardcarehomes.com	Used by Microsoft Advertising to store a unique, anonymized visitor ID to personalize marketing.	1 day
CookieBot	CookieConsent	.orchardcarehomes.com	Used by CookieBot to store user cookie options.	30 minutes
Google Analytics	_ga _gid _utma _utmb _utmc _utmz	.orchardcarehomes.com	These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.	
YouTube	PREF* VSC* VISITOR_INFO1_LIVE* remote_sid*	.youtube.com	We embed videos from our official YouTube channel using YouTube's privacy-enhanced mode. This mode may set cookies on your computer once you click on the YouTube video player, but YouTube will not	

			<p>store personally-identifiable cookie information for playbacks of embedded videos using the privacy-enhanced mode.</p> <p>PREF - * Expires after eight months VSC - * expires at the end of your session VISITOR_INFO1_LIVE - *expires after eight months remote_sid - * expires at the end of your session</p> <p>Read more at YouTube's embedding videos information page.</p>	
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**How to control and delete cookies:**

Orchard Healthcare Group will not use cookies to collect personally identifiable information about you. However, if you wish to restrict or block the cookies which are set by the Orchard Healthcare Group website, you can do this through your browser settings.

Where to find information about controlling cookies:

- [Chrome cookies information](#)
- [Firefox cookies information](#)
- [Safari cookies information](#)



- [Opera cookies information](#)

To find information relating to other browsers, visit the browser developer's website.

To opt out of being tracked by Google Analytics across all websites, visit <http://tools.google.com/dlpage/gaoptout>. Alternatively, you may wish to visit [About Cookies](#) which contains comprehensive information on how to do this on a wide variety of browsers. You will also find details on how to delete cookies from your device as well as more general information about cookies.

Please be aware that restricting cookies may cause the Orchard Healthcare Group website to work incorrectly.

If you wish to view your cookie code, just click on a cookie to open it. You'll see a short string of text and numbers. The numbers are your identification card, which can only be seen by the server that gave you the cookie. You can find out more about how your web browser works by looking under the 'help' menu option in your browser.

For information on how to do this on the browser of your mobile phone you will need to refer to your handset manual.

**Get in touch:**

If you have any questions about how we use cookies or analytics to develop the Orchard Healthcare Group website, please get in touch. Contact us by emailing [info@orchardhealthcaregroup.com](mailto:info@orchardhealthcaregroup.com)