

# David Cervera Therapy

## Cookie Policy

### Cookie Policy

This policy explains how **David Cervera** uses cookies and similar tracking technologies on this website. In line with the UK's Data (Use and Access) Act (DUAA) and the Privacy and Electronic Communications Regulations (PECR), this notice outlines what cookies are used, why they are used, and how you can control them.

#### 1. What Are Cookies?

Cookies are small text files placed on your computer, smartphone, or tablet when you visit a website. They are widely used to make websites work more efficiently, secure online areas, and provide analytical information to the website owner.

#### 2. How I Use Cookies

As a private therapist, I keep website tracking to an absolute minimum to respect your privacy. I do not track your behaviour across the internet or use aggressive advertising cookies. The cookies used on this website fall into three clear categories:

##### A. Strictly Necessary Cookies

These cookies are essential for the technical operation and security of the website. Without them, the website cannot function properly.

- **Why they are used:** To remember your cookie privacy preferences, to ensure safe connection forms, and to manage secure online booking slots if you schedule an appointment.
- **Consent:** Under the law, these do not require your consent and cannot be turned off.

##### B. Statistical & Analytical Cookies

I use Google Analytics (a basic analytic tool) to measure how visitors find and interact with my website.

- **Why they are used:** To count total website visits, see which pages are read most frequently, and understand user journeys so I can improve my online information. This data is entirely aggregated and anonymous; it is used to monitor the website's performance, not to identify you or track you individually.
- **Your Rights:** Under the Data (Use and Access) Act, these cookies do not require you to explicitly click "Accept" before they load. However, the law guarantees you a free and simple right to object. You can switch these cookies off at any time using the link in Section 3.

### C. Appearance & Customisation Cookies

These cookies remember choices you make to improve your experience on my site.

- **Why they are used:** To remember settings like text sizing, accessibility configurations, or language choices so you do not have to reset them every time you click a new page.
- **Your Rights:** Like statistical cookies, these are active by default to give you a smooth experience, but you have a right to opt out.

### D. Marketing & Advertising Cookies

- I do not use any marketing, tracking, or advertising cookies (such as a Meta Pixel) on this website. No data from this site is ever shared with social media platforms or advertising networks for targeted tracking.

## 3. How to Manage and Opt-Out of Cookies

You have full control over the non-essential cookies used on this website.

- **Via My Website:** You can change your preferences or instantly opt-out of Statistical, Appearance, or Marketing cookies at any time by clicking on the icon on the bottom left of your screen.
- **Via Your Browser:** You can configure your internet browser (like Safari, Google Chrome, or Microsoft Edge) to reject all cookies or alert you when a cookie is being set. Please note that if you choose to completely block all cookies via your browser, certain functional parts of my website (like booking forms) may stop working properly.

To learn more about cookies and how to manage them, you can visit the independent advice site: [www.aboutcookies.org](http://www.aboutcookies.org).