



Butterfly Funeral Services

## Cookie Policy

### Butterfly Funeral Services Ltd

Effective Date: January 2026

Last Updated: January 2026

Butterfly Funeral Services Ltd (“we”, “us”, “our”) uses cookies and similar technologies on our website to ensure it functions properly, to improve user experience, and to help us understand how visitors use our services. This policy explains what cookies are, how we use them, and how you can control them.

This Cookie Policy should be read alongside our Privacy Policy.

#### 1. What Are Cookies

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

Cookies can be:

- Session cookies - deleted when you close your browser
- Persistent cookies - stored until they expire or are deleted
- First-party cookies - set by our website
- Third-party cookies - set by external services we use

Cookies do not typically identify you personally, but they may be linked to personal data where you provide information through forms or enquiries.

#### 2. Legal Basis for Using Cookies

We use cookies in accordance with:

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

Where required by law, we obtain your consent before placing non-essential cookies on your device.

Essential cookies are used based on our legitimate interest in ensuring the website functions correctly.

#### 3. Types of Cookies We Use

Strictly Necessary Cookies

4 Merchants Common - East Goscote - Leicestershire - LE7 3XR

0116 269 8120

[www.butterflyfuneralservices.com](http://www.butterflyfuneralservices.com)



## Butterfly Funeral Services

These cookies are required for the website to operate properly. They enable core functionality such as:

- Page navigation
- Secure areas
- Form submissions
- Website security
- Load balancing

Without these cookies, the website cannot function correctly. Consent is not required for these cookies.

### **Performance and Analytics Cookies**

These cookies help us understand how visitors interact with our website by collecting anonymous information such as:

- Pages visited
- Time spent on pages
- Error messages
- Traffic sources

This helps us improve website performance and user experience.

Examples may include:

- Google Analytics
- Wix Analytics or platform analytics tools

These cookies are only used with your consent.

### **Functionality Cookies**

These cookies allow the website to remember choices you make, such as:

- Language preferences
- Region

### **Accessibility settings**

They provide enhanced, more personalised features.

### **Third-Party Cookies**

Some cookies may be set by third-party services embedded into our website, such as:

- Maps
- Video players
- Social media integrations
- Appointment or contact forms

### **Website builders (such as Wix)**

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## Butterfly Funeral Services

We do not control these cookies directly. You should review the third party's own privacy and cookie policies.

### 4. How Long Cookies Are Stored

Cookies remain on your device for different lengths of time depending on their type:

- Session cookies - removed when browser closes
- Persistent cookies - remain until expiry or manual deletion
- Analytics cookies - typically stored for a defined reporting period
- Specific durations depend on the provider.

### 5. How You Can Control Cookies

You have the right to accept or reject non-essential cookies.

You can control cookies through:

- Our Cookie Consent Banner

When you first visit our website, you will be asked to accept or reject non-essential cookies.

You can change your preferences at any time by:

- Revisiting the cookie settings link on our website (if enabled)
- Clearing cookies and revisiting the site
- Browser Settings
- Most web browsers allow you to:
- View cookies
- Delete cookies
- Block cookies
- Block third-party cookies only
- Browser help pages:
- Chrome
- Firefox
- Safari
- Edge

(Users should refer to their browser support pages.)

Please note blocking essential cookies may affect website functionality.

### 6. Data Collected Through Cookies

Cookies may collect information such as:

- IP address (partially anonymised where applicable)
- Device type
- Browser type
- Pages visited
- Interaction behaviour

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## Butterfly Funeral Services

- General geographic region

Where cookie data can be linked to an identifiable person, it is treated as personal data under our Privacy Policy.

### 7. How We Use Cookie Data

We use cookie information to:

- Operate and secure the website
- Improve website usability
- Monitor performance
- Understand visitor behaviour trends
- Maintain technical reliability
- Enhance user experience

We do not use cookies to make automated decisions that significantly affect individuals.

### 8. Sharing Cookie Information

We may share limited cookie-generated data with trusted service providers such as:

- Website hosting platforms
- Analytics providers
- Security services

These providers are required to process data lawfully and securely.  
We do not sell cookie data.

### 9. Updates to This Policy

We may update this Cookie Policy from time to time to reflect:

- Legal changes
- Technology updates
- Website functionality changes

The updated version will always be posted on this page with a revised date.

### 10. Contact Information

If you have questions about our use of cookies or personal data, please contact:

Butterfly Funeral Services Ltd

4 Merchants Common, East Goscote, Leicestershire, LE7 3XR

[Butterflyfunerals@outlook.com](mailto:Butterflyfunerals@outlook.com)

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