



COOKIE POLICY

Assisted Medicare Services Limited

Company Number	15077588
Registered Office	35 Chaveney Road, Quorn, Loughborough, Leicestershire, LE12 8AB
Website	www.assistedmedicare.co.uk
Email	info@assistedmedicare.co.uk

Last updated: September 2026

1. About this Cookie Policy

This Cookie Policy explains how Assisted Medicare Services Limited ("AMS", "we", "us" or "our") uses cookies and similar technologies when you visit our website, www.assistedmedicare.co.uk.

This policy should be read alongside our Privacy Policy, which explains how we collect, use, store and protect personal information.

AMS is committed to protecting personal information and respecting the privacy of people who use our website. Our information governance arrangements are based on applicable UK data protection legislation, including the UK GDPR and the Data Protection Act 2018.

2. What are cookies?

Cookies are small text files that can be placed on your device when you visit a website. They can help websites function properly, remember preferences, understand how a website is being used, or support other website functions.

The rules governing cookies and similar technologies are contained principally in the Privacy and Electronic Communications Regulations 2003 (PECR). These rules can also apply to technologies that store or access information on a user's device, not only traditional cookies.

3. How we use cookies

Our website may use cookies and similar technologies for purposes including:

- Enabling essential website functionality;
- Supporting website security and reliability;
- Remembering certain settings or preferences;



- Understanding how visitors use the website, where applicable; and
- Managing visitors' cookie and privacy choices.

We aim to use only those technologies that are necessary for the operation of our website or that are otherwise appropriately controlled.

Where consent is required, we will ask for consent before using non-essential cookies or similar technologies.

4. Types of cookies

Strictly necessary cookies

These cookies are required for the website to operate or to provide a service requested by the visitor. They may support functions such as website security, technical operation and the management of privacy choices.

Because these cookies are necessary for the website or requested service to function, consent may not be required where the relevant PECR exception applies. We will nevertheless provide information about these cookies where appropriate.

Analytics and performance cookies

Where used, these cookies help us understand how visitors interact with our website, such as which pages are visited and how the website performs. Where consent is required, they will only be used after the visitor has provided the appropriate consent.

Functional or preference cookies

Where used, these cookies may allow the website to remember choices or preferences made by visitors and provide enhanced functionality. Where consent is required, these cookies will only be used after the visitor has provided the appropriate consent.

Marketing or advertising technologies

This policy does not assume that marketing or advertising technologies are present on the AMS website. If such technologies are identified or introduced, this policy will be reviewed and updated to explain their purpose and the relevant third parties.

5. Third-party services

Some website functions may be provided by third-party technology providers.



Our website is hosted using Wix. Third-party technologies may therefore be involved in providing website functionality, security, consent management or other services.

Where third-party cookies or similar technologies are used, we will consider whether they require consent and will provide appropriate information about their purpose.

We do not sell personal information to third parties.

6. Cookie consent and your choices

Where non-essential cookies or similar technologies require consent, we use a cookie consent mechanism to allow website visitors to make their choices.

Visitors may be able to:

- Accept applicable cookies;
- Reject non-essential cookies; or
- Manage their preferences.

You can change or withdraw your consent where the website's cookie consent mechanism provides this functionality.

7. How long cookies remain

Cookies may be either:

Session cookies: these normally expire when you close your browser.

Persistent cookies: these remain on your device for a defined period or until they are deleted.

The duration of individual cookies depends on their purpose and the technology provider. We will review the cookies and similar technologies used on our website and update this policy where necessary.

8. Managing cookies through your browser

You can also use your browser settings to delete or block cookies. However, blocking certain cookies may affect the operation or functionality of some websites.

You can find information about managing cookies in the help section of your chosen web browser.

9. Changes to this Cookie Policy

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

- The cookies or similar technologies used on our website;
- The services or technologies provided through our website;
- Applicable legislation or regulatory guidance; or
- Our privacy practices.

The date at the top of this policy shows when it was last updated.

10. Contact us

If you have any questions about this Cookie Policy or how we use cookies and similar technologies, please contact us:

Assisted Medicare Services Limited
35 Chaveney Road
Quorn
Loughborough
Leicestershire
LE12 8AB

Telephone: 01332 438743
Email: info@assistedmedicare.co.uk
Website: www.assistedmedicare.co.uk

11. Related privacy information

For information about how AMS collects, uses, stores and protects personal information, please see our Privacy Policy.