

Cookies Policy

Hroes Limited

Last updated: 13 August 2026

1. About this policy

1.1 This policy explains how Hroes Limited (**we, us, our**) uses cookies and similar technologies on our website, hroes.co.uk (**our site**). It should be read together with our Privacy Policy, which explains how we use personal data more generally.

2. What are cookies?

2.1 Cookies are small text files that are placed on your computer or device when you visit a website. They are widely used to make websites work, or work more efficiently, as well as to provide information to the owners of the site. Similar technologies — such as pixels, tags, web beacons and local storage — perform similar functions, and we refer to all of these as “cookies” in this policy.

2.2 Cookies may be **first-party** (set by us) or **third-party** (set by someone else, such as an analytics or marketing provider, when you visit our site). They may be **session** cookies, which expire when you close your browser, or **persistent** cookies, which remain on your device for a set period.

3. Your consent

3.1 We use strictly necessary cookies without consent, as the law permits. For all other cookies — including analytics and marketing cookies — we will ask for your consent through the cookie banner displayed when you first visit our site, and we will not set those cookies unless you agree. You can change your choices at any time using the cookie settings link on our site.

4. The cookies we use

4.1 We use the following categories of cookies on our site:

4.2 **Strictly necessary cookies.** These are required for the operation of our site — for example, cookies that record your cookie preferences, enable page navigation, support security features, or allow you to log in to secure areas. The site cannot function properly without them.

4.3 **Analytics and performance cookies.** These allow us to recognise and count the number of visitors and to see how visitors move around our site. This helps us improve the way our site works, for example by ensuring that visitors find what they are looking for easily.

4.4 **Functionality cookies.** These are used to recognise you when you return to our site and to remember choices you make, enabling us to personalise content for you.

4.5 **Marketing cookies.** These record your visit to our site, the pages you have visited and the links you have followed. We use this information to make our site and communications more relevant to your interests, and we may share it with the providers of the tools concerned for that purpose.

4.6 Our site uses **HubSpot** for enquiry forms, demonstration bookings and marketing, which sets cookies in the analytics and marketing categories (typically including __hstc, hubspotutk, __hssc and __hssrc).

4.7 In addition to the strictly necessary cookies set by our site (including the cookie which records your consent choices), the table below lists the main cookies used on our site.

Cookie name	Provider	Category	Purpose	Duration
__hstc	HubSpot	Analytics/Marketing	Main HubSpot tracking cookie — records visits and visitor identity	13 months
hubspotutk	HubSpot	Analytics/Marketing	Tracks visitor identity, used to deduplicate contacts on form submission	13 months
__hssc	HubSpot	Analytics	Tracks sessions	30 minutes
__hssrc	HubSpot	Analytics	Identifies whether the visitor has restarted their browser	Session

5. Managing cookies

5.1 You can accept or reject non-essential cookies through our cookie banner and settings tool. In addition, most web browsers allow you to block or delete cookies through the browser settings — the “help” function within your browser will tell you how. If you block

all cookies (including strictly necessary cookies), you may not be able to access all or parts of our site.

5.2 For more information about cookies generally, including how to see what cookies have been set and how to manage or delete them, visit www.allaboutcookies.org. Guidance is also available from the Information Commissioner's Office at ico.org.uk.

6. Changes to this policy

6.1 We may update this policy from time to time, for example if we change the cookies we use. Any changes will be posted on this page with an updated "last updated" date. Where changes involve new non-essential cookies, we will refresh your consent.

7. Contact us

7.1 If you have any questions about our use of cookies, please contact us at customerservices@hroes.co.uk.