



Cookie Policy

What are cookies? Cookies are small text files that are placed on your computer or mobile device when you visit a website. They help identify your browser or device to improve functionality and enhance your user experience.

What is the purpose of cookies?

Cookies help websites recognize returning users, track browsing behaviour, remember preferences, and improve functionality. Additionally, cookies may be used for marketing and personalization purposes to provide content tailored to your interests.

Which kinds of cookies are used by Loans for People?

We use the following categories of cookies:

1. Essential Cookies – Necessary for basic website functionality, enabling navigation and access to secure areas.
2. Functionality Cookies – Enhance your experience by remembering preferences and tracking user behaviour within the site.
3. Marketing Cookies – Used by third parties to deliver personalized ads and content based on browsing habits.

How do we obtain user consent?

In compliance with UK GDPR and PECR, we require users to actively consent to non-essential cookies before they are placed on your device. When you first visit our website:

- A cookie banner will appear, giving you the option to accept, reject, or customize cookies.
- Only essential cookies will be placed by default. Marketing and functionality cookies require your explicit opt-in consent.
- You can update your preferences at any time through our [Cookie Settings] link.

For what duration will cookies remain on my device?

- Session cookies – Deleted when you close your browser.
- Persistent cookies – Remain on your device until they expire or you delete them manually.

First and third-party cookies

- First-party cookies – Placed by Loans for People to improve website functionality.
- Third-party cookies – Placed by external services (e.g., Google, Feefo) for analytics or advertising purposes.

Google & Third-Party Services

- Google may set cookies on pages where Google Maps is used. These cookies track usage and may collect analytics data.
- Feefo places cookies to support anonymized event tracking within widgets.
- You can opt out of third-party cookies via your [Cookie Settings] or third-party privacy settings (e.g., Google Ads settings).

How to manage and remove cookies

You can control cookie preferences via:

1. Our Cookie Banner – Modify your preferences anytime using the [Cookie Settings] link.
2. Browser Settings – Adjust settings to reject or delete cookies.
3. Third-Party Opt-Out Tools – Manage targeted ads through services like Your Online Choices or [Google Ad Preferences](#).

Note: Disabling cookies may affect website functionality, including certain features that rely on cookies to operate.

For more details, see our [Privacy Policy](#) or contact us at info@loansforpeople.co.uk