



Cookie Policy

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and allows us to improve our site. By continuing to browse the site, you are agreeing to our use of cookies.

You should read this Cookie Policy if you visit our website <https://www.ariafertility.co.uk>

Introduction

This Cookie Policy explains how Aria (“we”, “us”, “our”) uses cookies and similar technologies on our website <https://www.ariafertility.co.uk> (the “Website”). By using the Website, you consent to the use of cookies as described in this policy.

What are cookies?

Cookies are small text files that are placed on your device by websites that you visit. They are widely used to make websites work, or work more efficiently, as well as to provide information to the owners of the site.

Types of cookies we use

1. **Strictly Necessary Cookies:** These cookies are essential for the operation of our Website. They enable you to navigate the site and use its features, such as accessing secure areas.
2. **Performance Cookies:** These cookies collect information about how visitors use our Website, such as which pages are visited most often. This information is used to improve how our Website works.
3. **Functionality Cookies:** These cookies allow our Website to remember choices you make (such as your username, language, or the region you are in) and provide enhanced, more personal features.

How are cookies used?

Cookies are a specific technology that store information between website visits. They are used in numerous ways, such as:

- Remembering what was entered previously the last time you visited the site;
- analysing traffic to a website; or
- tracking users' browsing behaviour.

Cookies can be useful because they allow a website to recognise a user's device. Without cookies, or some other similar method, websites would have no way to 'remember' anything about visitors, such what they entered into the site.



Managing Cookies

You can control and/or delete cookies as you wish – for details, see aboutcookies.org. You can delete all cookies that are already on your computer and you can set most browsers to prevent them from being placed. However, if you do this, you may have to manually adjust some preferences every time you visit a site and some services and functionalities may not work.

IP Addresses

We may collect information about your computer, including your IP address (where available), operating system and browser type. Data collected in this manner is for system administration and report aggregate information that may be used for advertising purposes and for the purposes of website and website feature development, to help us maintain the optimum user experience.

This information is purely statistical data about user browsing patterns and actions that are taken on the site. Information obtained in this way is collected through a log file and is in no way identifiable and contains no personal information. Any report generated indicated which pages have been visited, how frequently they are visited, what the referring pages are, and the IP addresses used.

Links to other websites

The website may at any time provide links to third party websites of interest that are external to Aria. Some of these sites may use cookies to collect personal information or commercial data. Aria is in no way responsible for the privacy practices of third party, external websites to which it provides links. We always advise you to be vigilant and to review the privacy policies of any such website when you visit them.

Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. Please revisit this Cookie Policy regularly to stay informed about our use of cookies and related technologies.

Learn more about who we are, how you can contact us and how we process personal data in our Privacy Policy.

You can read our Privacy Policy on our website <https://www.ariafertility.co.uk>