

WILLIAM & PARTNERS

PRIVATE INVESTMENT OFFICE

Cookie Policy

April 2026

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INTRODUCTION

For general information about how William & Partners processes your personal data, please read our Privacy Notice.

WHAT ARE COOKIES?

Cookies and other similar tracking technologies are small text files, code, information or technologies stored, or used to access information stored, on your device (e.g. computer, tablet, phone or other connected device) when you use a website, app or online service or view a message. These technologies essentially allow a website, app or online service to recognise a particular device.

References in this cookie policy to “cookies” are to cookies and other relevant tracking technologies as described above.

USE OF COOKIES

Our site may use cookies and other similar tracking technologies, which may also be used in marketing emails. These help to recognise you and your device and store some information about your preferences or past actions.

For example, our website may monitor how many times you visit our website, which pages you go to, traffic data, location data and the originating domain name of your internet service provider. This information helps to build a profile of the website’s users. Some of this data will be aggregated or statistical, which means that you will not be able to be identified individually.

Cookies and similar tracking technologies serve many functions, but in general they are used to:

- ❖ recognise you whenever you visit the website;
- ❖ obtain information about your preferences and use of the website;
- ❖ carry out research and statistical analysis to help improve the site’s content and services and to help better understand users’ requirements; and
- ❖ make your online experience more efficient and enjoyable.

INFORMATION ABOUT OUR USE OF COOKIES

Our site may use the following cookies:

- ❖ **Strictly necessary cookies.** These are cookies that are necessary for the operation of the site. They include, for example, cookies that remember if you have consented to other (non-strictly necessary) cookies and those for security or fraud prevention.

- ❖ Analytical or performance cookies. These allow us to recognise and count the number of visitors / users and to see how they move around our site when they are using them. This helps to improve the way our site works, for example, by ensuring that users are finding what they are looking for easily.
- ❖ Functionality or ‘appearance’ cookies. These are used to recognise you when you return to our site. This enables personalisation of content for you and to help remember your preferences.
- ❖ Targeted advertising cookies. These cookies record your visit to our site, the pages you have visited and the links you have followed. This information may be used to make our site and the advertising displayed on it more relevant to your interests. This information may also be shared with third parties for this purpose.

COOKIE TABLE

You can find more information about the individual cookies the website uses and the purposes for which they are used in the table below:

Cookie Name	Cookie Type	Provider	Purpose	Duration
_gid	Analytics or performance	Google Analytics	Distinguish users	24 hours
_gat_gtag	Analytics or performance	Google Analytics	Distinguish users	1 minute
_ga	Analytics or performance	Google Analytics	To distinguish users. Potentially also to serve more effective advertising.	13 months
ga<container-id>	Analytics or performance	Google Analytics	To persist session state. Potentially also to serve more effective advertising.	13 months

For further detail regarding the cookies set by Google, please visit their [website](#). For further information on how to opt out of Google Analytics, please click [here](#).

CONSENT TO USE COOKIES

Where required according to applicable data privacy laws, we will ask for your permission (consent) to place cookies or other similar tracking technologies on your device, except where exceptions apply under such applicable laws. In particular, consent is not needed for cookies or tracking technologies which are essential (or 'strictly necessary') to provide the online service.

HOW TO TURN OFF COOKIES

If you do not want to accept cookies, you can change your browser settings so that cookies are not accepted. If you do this, please be aware that you may lose some of the functionality of our service.

To find out more about cookies, including how to see which cookies have been set and how to manage and delete them, you can visit the third-party website: www.allaboutcookies.org

UPDATES TO THIS COOKIES POLICY

This cookie policy may be updated from time to time in order to reflect, for example, changes to the cookies our services use or for other operational, legal or regulatory reasons.

The date at the bottom of this cookie policy indicates when it was last updated.

CONTACTING US

If you have any queries, comments or requests regarding this cookie policy, you can contact us using the applicable contact details set out in our Privacy Notice.

Last updated 1 April 2026