



COOKIE POLICY

msfltd.co.uk | Version 1 – Updated: 14 July 2026

This policy explains what cookies are, which ones the msfltd.co.uk website uses, why, and how you can control them. It is written to meet the requirements of the Privacy and Electronic Communications Regulations (PECR) and the UK General Data Protection Regulation (UK GDPR).

What are cookies?

Cookies are small text files that a website stores on your device when you visit. They are widely used to make websites work, remember your preferences, and (on many sites) track your activity. Cookies set by the website you are visiting are called "first-party" cookies; cookies set by other companies through embedded content are "third-party" cookies.

Our approach: no tracking cookies

This website is deliberately built to work without tracking you:

- **Our analytics are cookieless.** We use Fathom Analytics, a privacy-first service that counts visits without cookies, without collecting personal data, and without following you across other websites. Because it sets no cookies and identifies no individuals, it does not require your consent under PECR.
- **We do not use advertising or social-media tracking cookies.**
- **Embedded videos are privacy-protected.** Videos on this site are served in YouTube's privacy-enhanced mode (youtube-nocookie.com), which means YouTube does not set cookies unless you choose to play a video. If you do press play, YouTube (Google) may set its own cookies - see Google's privacy policy at policies.google.com/privacy.

Cookies we use

The only cookies this website sets by default are **strictly necessary** ones. These are exempt from the consent requirement because the site cannot provide the service you have asked for without them - in our case, remembering your cookie preferences and protecting the site from malicious traffic.

Cookie	Set by	Purpose	Duration
viewed_cookie_policy	CookieYes (this site)	Records whether you have responded to the cookie notice, so we do not keep asking.	12 months
cookieLawInfo-checkbox-necessary, -functional, -performance, -analytics, -advertisement, -others	CookieYes (this site)	Store your consent choice for each category of cookie.	12 months
CookieLawInfoConsent	CookieYes (this site)	A consolidated record of the consent choices above.	12 months
__cf_bm	Cloudflare	Security: distinguishes genuine visitors from malicious automated traffic	Under 1 hour

		while the site loads.	
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Optional cookies you can switch on

One feature of this site uses cookies and only loads if you choose to allow it:

Feature	Set by	Purpose	Category
Interactive maps on our contact page	Google Maps	Displays our office locations. Google sets its own cookies (such as NID) when the map loads - see Google's cookie policy at policies.google.com/technologies/cookies .	Functional

With functional cookies disabled (the default), the maps are replaced by a notice and **no connection to Google is made**. Enable functional cookies via Cookie Settings and the maps load on your next visit to the page; disable them again and the maps - and Google's cookies - stop loading.

How to manage or disable cookies

You can review or change your choices at any time using the **Cookie Settings** option on the cookie notice, or the **Manage consent** tab shown on the website.

You can also control cookies through your web browser - every modern browser lets you view, block, and delete cookies for any site. Step-by-step guidance for each browser is available at aboutcookies.org.

Please note that the strictly necessary cookies listed above exist to make the site work; blocking them at browser level may affect how the site behaves, though this site remains usable without them.

More information

For detail on how we handle personal data more broadly, see our Privacy Notice at msfltd.co.uk/privacy-policy. You can also read the UK regulator's guidance on cookies at ico.org.uk. If you have any questions about this policy, please contact us via msfltd.co.uk/contact.

Changes to this policy

We will update this policy whenever the cookies this website uses change, and the "last updated" date above will reflect the most recent revision.