

Cookie Policy

This Cookie Policy explains how NuVira Earth Systems Ltd (“NuVira Earth”, “we”, “us”, “our”) uses cookies and similar tracking technologies on www.nuviraearth.co.uk (“the website”). It should be read together with our Privacy Policy, which explains how we process personal data.

NuVira Earth Systems Ltd

Registered Office: 56 Guildford Street, Chertsey, England, KT16 9BE

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1. What Are Cookies?

Cookies are small text files placed on your device (computer, tablet, smartphone) when you visit a website. They collect information about your browsing behaviour and help us:

- operate the website
- improve site performance
- remember your preferences
- analyse how visitors use our website
- personalise content and advertising (only with consent) Cookies may be:
 - First-party cookies (set by NuVira)
 - Third-party cookies (set by external services such as Google, Meta, etc.)

2. Types of Cookies We Use

2.1 Strictly Necessary Cookies

These cookies are essential for the website to function properly. They enable core features such as:

- security & fraud prevention
- page navigation
- cookie consent preferences
- access to secure areas

These cookies do not require consent and cannot be switched off in our systems.

Examples include:

- Session cookies
- Load-balancing cookies
- Security authentication cookies

2.2 Performance & Analytics Cookies (Consent Required)

These cookies help us understand how visitors use our website so we can improve user experience.

We use analytics tools (e.g., Google Analytics, server logs) to measure:

- page visits
- user journeys and behaviour
- browser types and device usage
- errors or performance issues

Data collected is aggregated and anonymous.

Examples:

- `_ga` (Google Analytics ID tracking)
- `_gid` (session buffer for analytics)

You can choose whether to accept these cookies.

2.3 Functional Cookies (Consent Required)

These cookies allow the website to remember your preferences, such as:

- language selection
- display settings
- login preferences
- previously viewed pages

If disabled, some features of the website may not function properly.

2.4 Advertising & Targeting Cookies (Consent Required)

These cookies:

- track browsing behaviour
- help deliver personalised adverts
- measure the effectiveness of marketing campaigns
- support retargeting ads across social platforms

Third-party advertisers may

include:

- Google Ads
- Facebook/Meta Pixel

- LinkedIn Insight Tag
- TikTok Pixel

You can decline these cookies at any time.

We never share personally identifiable information with advertisers.

3. Cookies Used By NuVira Products & Apps

If you use NuVira's smart energy products, mobile apps, or dashboards, we may also use cookies or local storage to:

- keep you logged into the platform
- store device settings
- maintain app session integrity
- provide personalised dashboards

These are strictly functional and essential for app performance.

4. Legal Basis for Cookie Use

Under UK GDPR and the Privacy and Electronic Communications Regulations (PECR):

- Necessary cookies may be used without consent
- Analytics, functional, and marketing cookies require clear, affirmative consent You can withdraw consent at any time through our Cookie Preference Centre.

5. Managing Your Cookie Preferences

You can manage, accept or reject non-essential cookies using:

1. Our Cookie Banner

Displayed on your first visit, and anytime preferences are reset.

2. Browser Controls

You can block or delete cookies through your browser settings.

Guides for major browsers:

- Chrome
- Safari

- Firefox
- Edge

Blocking cookies may impact site functionality.

6. Third-Party Cookies

Some cookies on our website are placed by third-party providers that support:

- analytics
- advertising
- embedded content (e.g., YouTube videos)
- chat support widgets
- map integrations (e.g., Google Maps)

We do not control third-party cookie settings.

Please review their policies for more information.

7. How Long Cookies Are Stored

Cookie duration depends on type:

- Session cookies: deleted when you close your browser
- Persistent cookies: remain on your device until manually deleted or expire
- Typical expiry periods range from 1 day to 2 years

A full list of cookies (Cookie Declaration) can be added if using Cookiebot, OneTrust, or similar software.

8. Changes to This Cookie Policy

We may update this policy to reflect:

- changes in law
- new technologies
- updates to our website or services

The updated version will always be available on our website.

9. Contact Us

If you have questions about this Cookie Policy or how we use cookies, please contact:

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Phone: 0204 620 2025
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