

## Cookie Policy

**Last Updated: April 2025**

This Cookie Policy explains how Talents Boutique LLP (“we” or “us”) uses cookies and similar technologies on our website. It should be read together with our Privacy Policy, which provides further details about how we handle personal information. By using our website, you can consent to our use of cookies as described in this policy. You will have seen a pop-up cookie notice when you first visited our site; this notice may reappear periodically (for example, if we update our policy or if you clear your browser cookies). You can withdraw or change your cookie consent at any time – see Managing Cookies below.

### 1. What Are Cookies?

Cookies are small text files that are placed on your computer or device when you visit a website. They are widely used to make websites work, or work more efficiently, as well as to provide information to the site owners or others. Cookies allow a website to recognize a user’s device and remember information about the user’s visit, such as preferences or login status.

There are different types of cookies:

- **Session cookies** are temporary cookies that last only while your browser is open and are deleted once you close the browser.
- **Persistent cookies** remain on your device for a set period of time or until you delete them. They activate each time you visit the site that set the cookie.

Cookies can also be categorized by their purpose (e.g., strictly necessary cookies, analytics cookies, advertising cookies) and by who sets them (first-party cookies set by the website you visit, or third-party cookies set by others like advertising networks or analytics providers).

For more general information about cookies, you can visit [AboutCookies.org](https://www.aboutcookies.org).

### 2. How We Use Cookies

We use cookies to enhance your experience on our site, to understand how our site is used, and to support our marketing efforts. When you visit our website, we may place the following types of cookies on your device:

**Strictly Necessary Cookies:** These cookies are essential for the website to function properly. They enable core functionality such as security, network management, and accessibility.

Examples include:

- `wordpress_test_cookie` (WordPress) — checks if cookies are enabled in the browser.
- `tb_session` (site session maintenance).
- Cookie consent preference cookies.

These cookies do not gather information about you that could be used for marketing. We do not require your consent to place strictly necessary cookies; they are set by default. However, you can still block them using your browser settings (though doing so may affect site functionality).

**Functionality Cookies:** These cookies allow our website to remember choices you make and provide enhanced, more personalized features. For example, remembering your details for a future contact form submission.

**Analytics Cookies:** We use analytic/performance cookies to collect information about how visitors use our website. This helps us improve how our website works.

Examples:

- `_ga, _gid, _gat` (Google Analytics).

We use Google Analytics with IP anonymization enabled. These cookies are set only if you consent via our cookie banner.

**Advertising/Marketing Cookies:** Talents Boutique LLP does not currently use advertising cookies or retargeting cookies. If this changes in the future, we will update this policy and obtain your consent before setting such cookies.

### 3. Cookies We Set

Here are examples of cookies that may be set when you visit our site:

Cookie Name	Type	Purpose	Lifespan
<code>wordpress_test_cookie</code>	Strictly Necessary	Checks if cookies are enabled in the browser	Session
<code>tb_session</code>	Strictly Necessary	Maintains your session on the site	Session
<code>cookie_consent</code>	Strictly Necessary	Remembers your cookie consent choice	6 months
<code>_ga</code>	Analytics	Distinguishes unique users	2 years
<code>_gid</code>	Analytics	Tracks pageviews per user	24 hours
<code>_gat</code>	Analytics	Throttles request rate	1 minute

*Note: The actual cookies used may vary depending on plugins, themes, and embedded content.*

### 4. Third-Party Cookies

Our website may set third-party cookies in the following cases:

**Embedded YouTube Videos:** When you view an embedded YouTube video on our site, YouTube may place cookies on your device for analytics, performance tracking, and personalization purposes.

Examples include:

- `YSC` (session cookie to track video views)
- `VISITOR_INFO1_LIVE` (cookie used to estimate bandwidth)
- `PREF` (stores user preferences)

We do not control the operation of these third-party cookies. Please refer to YouTube’s Cookie Policy and Privacy Policy for more information.

**External Links:** When you click on external links (e.g., to Calendly, WhatsApp, Zoom, or social media), you will be directed to third-party sites that may set their own cookies.

## 5. Managing Cookies and Consent

**Consent Banner:** On your first visit to our website (and periodically thereafter), you will see a cookie banner or pop-up that alerts you to our use of cookies. You have the choice to accept or reject non-essential cookies. By clicking “Accept” on the cookie banner, you give your consent for us to place cookies (other than strictly necessary cookies, which are always used). If you choose “Reject” or equivalent, we will not set our analytics or other optional cookies, though some site functionality might be limited.

If you dismiss the banner without making a selection, we will assume no consent for non-essential cookies and will default to essential cookies only, though the banner may appear again to collect a preference.

**Browser Settings:** Regardless of the banner, you have the ability to control cookies through your web browser settings. Most browsers allow you to: view what cookies you have and delete them on an individual basis; block third-party cookies; block all cookies from certain sites or all sites; or receive a notification when a cookie is set. Please note that if you disable all cookies, our website (like many sites) may not function properly. For example, some parts of the site may become inaccessible or not work as intended (because essential cookies may be blocked).

Here are links to manage cookie settings for common browsers:

- **Google Chrome:** Go to Settings > Privacy and Security > Cookies and other site data. From there, you can clear cookies, block or allow all cookies, or manage exceptions for specific websites.
- **Mozilla Firefox:** Options > Privacy & Security > Cookies and Site Data. You can clear data or manage exceptions, and under “Enhanced Tracking Protection” choose your cookie preferences.
- **Safari (Mac):** Preferences > Privacy. You can block all cookies or manage website data to remove specific cookies.

- **Microsoft Edge:** Settings > Cookies and site permissions > Manage and delete cookies and site data.
- **Opera:** Settings > Privacy & Security > Cookies.

For other browsers or more detailed info, see your browser's help documentation. You can also visit external resources like [AllAboutCookies.org](http://AllAboutCookies.org) for guidance on cookie management.

**Google Analytics Opt-Out:** If you wish to opt out of Google Analytics tracking on all websites, Google provides a browser add-on tool for most modern browsers: Google Analytics Opt-out Browser Add-on. Installing this will prevent Google Analytics scripts from running. Note that this is a third-party tool and is subject to Google's terms of use.

**Do Not Track:** Some web browsers have a "Do Not Track" (DNT) feature that can send a signal to websites you visit indicating you do not want to be tracked. At this time, our website does not respond differently to a DNT signal. We will treat all visitors in accordance with our own cookie consent mechanism described above. You can still manage cookies through other means as described.

## 6. Changes to this Cookie Policy

We may update this Cookie Policy from time to time, for example to reflect changes in the cookies we use or for other operational, legal, or regulatory reasons. When we make changes, we will update the "Last Updated" date at the top of this policy. Any significant changes may be notified to you via the website (e.g., via a banner or notification). We encourage you to review this policy periodically to stay informed about our use of cookies and related technologies.

## 7. Contact Us

If you have any questions about our use of cookies or this Cookie Policy, please contact us at:

- **Email:** [info@talentsboutique.com](mailto:info@talentsboutique.com)
- **Address:** Talents Boutique LLP, 411 Oxford Street, Office 1.01, London, W1C 2PE, United Kingdom.

You can also find more information about how we process personal data (including data collected by cookies, which may be considered personal data if linked to a user) in our Privacy Policy.

By using our site, you acknowledge that you have read this Cookie Policy and consent to our use of cookies as described (to the extent you have not disabled them via your browser or preferences). Thank you for visiting Talents Boutique LLP's website.