



Cookie Policy

Introduction

Our Commitment to Your Privacy

At Lincoln, we are committed to protecting your privacy and ensuring that you have a clear understanding of how we use technology on our website. This policy provides detailed information about our use of cookies.

What This Policy Covers

This document explains what cookies are, the different types of cookies we use, and why we use them. It also outlines how you can manage your cookie preferences to control the information that is collected during your visit to our website.

What Are Cookies?

A Simple Explanation

A cookie is a small text file that a website stores on your computer or mobile device when you visit. These files are designed to hold a modest amount of data specific to you and the website. This allows the website to deliver a more tailored and efficient experience. As part of this process, our systems may collect statistical data about your browsing actions, including your IP address, operating system, and browser type, for system administration and to analyse website traffic. This data does not identify you as an individual.

Session vs. Persistent Cookies

Cookies can be distinguished by their lifespan:

- **Session Cookies:** These are temporary and exist only for the duration of your visit. They are deleted automatically once you close your web browser.
- **Persistent Cookies:** These remain on your device for a set period. They are activated each time you revisit our website and help us remember your preferences.

First-Party vs. Third-Party Cookies

Cookies can also be categorised by their origin:

- **First-Party Cookies:** These are set directly by our website (www.lpio.co.uk).

- **Third-Party Cookies:** These are set by a domain other than our own, such as by our trusted analytics or marketing partners.

How and Why We Use Cookies

We use cookies to ensure our website is secure, user-friendly, and relevant. Our goal is not to intrude on your privacy, but to enhance your digital experience with Lincoln.

1. **Understanding Website Usage to Improve Our Services:** We use anonymous, aggregated data to understand how visitors interact with our website, allowing us to improve content and functionality.
2. **Enhancing Your Website Experience:** Cookies provide a seamless and personalised experience by remembering your settings or preferences.
3. **Ensuring Website Security and Functionality:** Some cookies are essential for the basic operation and security of our website.

The Types of Cookies We Use

Our website uses the following categories of cookies, which you can manage through our cookie consent banner.

Strictly Necessary Cookies

These are fundamental to the operation of our website and cannot be switched off. They do not store any personally identifiable information.

Performance & Analytics Cookies

These allow us to count visits and traffic sources anonymously so we can measure and improve the performance of our site. If you do not allow these cookies, we cannot monitor our site's performance.

Functional Cookies

These enable the website to provide enhanced functionality and personalisation, such as remembering your preferences.

Our Third-Party Partners & Cookies

To support our services, we use a select group of trusted third-party platforms.

Analytics Partner (e.g., Google Analytics)

Our website uses a leading third-party analytics service, such as Google Analytics, to help us analyse visitor behaviour in an anonymous, aggregated form. This service sets its own performance cookies to compile statistical reports on website activity exclusively for Lincoln Private Investment Office.

How to Manage Your Cookie Preferences

You have full control over how cookies are used on your device.

Using Our Cookie Consent Tool

When you first visit our website, our cookie consent banner allows you to accept or reject different categories of cookies. You can change your preferences at any time via the cookie settings found in [\(ask Iglu to complete this\)](#).

Adjusting Your Browser Settings

Most web browsers allow you to manage cookies via their settings. Please be aware that blocking all cookies (including strictly necessary ones) may prevent parts of our site from working correctly.

Policy Updates

We may update this cookie policy from time to time to reflect changes in technology or legislation. Any changes will be posted on this page with an updated revision date.

Contact Us

If you have any questions or concerns about our use of cookies or this policy, please do not hesitate to get in touch with us.