

Document ID: BA-POL-002
Title: Cookies & Preferences
Version: v2.0
Status: APPROVED
Owner: Butterfly Advisory
Approved by: Giedre Beige



Cookies & Preferences

Butterfly Advisory is a trading style of **Butterfly International Ltd** (“we”, “us”, “our”).

Contact (Data Protection): dpo@butterfly-advisory.com

Address: Cardinal Point, Park Road, Rickmansworth, Hertfordshire, WD3 1RE, United Kingdom

Last updated: 19 February 2026

1) What this policy covers

This policy explains how we use cookies and similar technologies on our website, and how you can control them.

2) What cookies are

Cookies are small text files stored on your device when you visit a website. They help websites work properly, remember preferences, and (where enabled) provide analytics or advertising functionality.

3) How we use cookies

We use cookies to:

- Keep the website working securely and reliably.
 - Remember your cookie choices and preferences.
 - Understand how our website is used so we can improve it (only if you allow analytics cookies).
 - Support marketing/advertising features (only if you allow marketing cookies).
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4) Cookie categories

We use the following categories:

Strictly Necessary

These cookies are required for the website to function and cannot be switched off in our systems.

Functional

These cookies help enhance functionality and personalisation (for example, remembering choices you make).

Analytics

These cookies help us understand how visitors use the site (for example, pages visited and time spent) so we can improve performance.

Marketing

These cookies may be used to measure advertising effectiveness and show relevant content across websites.

5) Your choices (CookieYes)

We use **CookieYes** to manage cookie consent and preferences.

You can:

- Accept all cookies.
- Reject non-essential cookies.
- Choose cookie categories (Functional / Analytics / Marketing).
- Change your preferences at any time via the **Cookies & Preferences** link in our footer.

CookieYes stores your consent choices in a cookie so your preferences are

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remembered.

6) Cookies used on this website

Some cookies are set by us (first-party cookies) and some may be set by third parties whose services are used on the website (third-party cookies), where enabled.

Your CookieYes preferences centre shows the most up-to-date information available about cookies in use on this site, including categories and durations.

7) Third-party content

If we embed content from other websites (for example video players, maps, or social media tools), those providers may set cookies on your device. You can control these through your cookie preferences and/or the settings offered by those third parties.

8) Browser controls

You can also control cookies through your browser settings (for example, blocking or deleting cookies). Please note that blocking strictly necessary cookies may affect how the website functions.

9) Changes to this policy

We may update this policy from time to time. The “Last updated” date will be revised whenever changes are made.

10) Questions

If you have questions about cookies or how we handle personal information, contact us

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