

Cookie Policy

Proflow Gutter Cleaning

Last updated: 6 October 2026

1. About this Cookie Policy

This Cookie Policy explains how **Tom Steel, trading as Proflow Gutter Cleaning** (“Proflow”, “we”, “us” or “our”) uses cookies and similar technologies when you visit our website.

It explains what these technologies are, why we use them, the types of services that may use them, and how you can control your preferences.

This Cookie Policy should be read alongside our **Privacy Policy**, which explains more generally how we collect, use, store and protect personal information.

2. What are cookies and similar technologies?

Cookies are small text files that can be stored on your computer, smartphone, tablet or other device when you visit a website.

Cookies can perform a variety of functions, such as enabling a website to operate correctly, remembering preferences, understanding how visitors use a website and measuring the effectiveness of advertising.

We may also use technologies that perform similar functions to cookies, including scripts, tags, pixels, local storage and other technologies that can store information on, or access information from, your device.

References to “cookies” in this policy should therefore be understood to include cookies and similar technologies where appropriate.

UK rules governing these technologies can apply to more than traditional cookie files, including scripts, tags and tracking pixels. [ICO](#)

3. Why we use cookies

We use cookies and similar technologies for purposes including:

- operating and securing our website;
- providing website functionality;

- displaying certain website features and content;
- remembering and managing your cookie preferences;
- understanding how visitors use and interact with our website;
- improving the performance and effectiveness of our website;
- measuring enquiries and other website conversions;
- measuring the effectiveness of our Google advertising; and
- displaying third-party functionality such as customer reviews.

We do not treat all cookies in the same way. Some technologies are required for the website to function properly, while others are used only where permitted by your cookie preferences.

4. Categories of cookies and technologies we use

Essential

Essential technologies are used where necessary for the operation, security or core functionality of our website and services.

These may include technologies required to operate our Wix website, manage website functionality, maintain security and remember your privacy or cookie preferences.

Our website uses **Wix CMS** and other Wix infrastructure as part of its essential website operation.

Essential technologies cannot generally be disabled through our cookie preference controls where they are necessary to provide the website or a service you have requested.

Functional

Functional technologies enable additional website features and content.

Our website may use functional technologies associated with:

Google Reviews Pro

We use a third-party Google Reviews Pro widget to display customer reviews and related content on our website. The widget may load resources from third-party services and content-delivery infrastructure required for the feature to operate.

Our website scan has identified resources associated with the reviews functionality, including services provided through PurpleBear/Google Reviews Pro infrastructure and related content-delivery services.

Google Fonts

Certain website features or third-party components may load font resources from Google,

including resources delivered through Google Fonts domains. These resources help display text and other website content correctly.

You can control Functional technologies through the cookie preferences made available on our website where applicable.

Analytical

We use analytical technologies to understand how visitors interact with our website and to help us improve its performance.

Google Analytics

We use Google Analytics to collect information about website usage. This can help us understand information such as how visitors reach our website, which pages are viewed, how visitors interact with the site and whether particular website actions are completed.

We use this information to understand website performance and improve the experience we provide to visitors.

Our website scan has identified Google Analytics collection technology, including calls to Google's analytics infrastructure.

Where our consent configuration requires your permission for these technologies, they are controlled by the **Analytical** preference in our cookie settings.

Marketing

Marketing technologies are used to measure and understand the effectiveness of our advertising.

Google Ads and Google advertising services

We use Google Ads to advertise Proflow Gutter Cleaning and to understand whether our advertising results in useful actions such as enquiries.

Google advertising technologies may therefore be used to:

- measure advertising performance;
- record or measure conversions;
- understand whether a visitor took an action after interacting with one of our advertisements; and
- help us assess and improve the effectiveness of our advertising campaigns.

Our website scan has identified Google advertising and conversion-measurement infrastructure, including Google and DoubleClick services.

We also use **Google Tag Manager and Google Tag Services** to help manage and deliver website measurement and marketing technologies.

Marketing technologies are controlled by the **Marketing** preference in our cookie settings where consent is required.

5. Third-party services

Some technologies used on our website are provided by third parties.

The third-party services currently identified through our website configuration and cookie scanning include:

- Wix;
- Usercentrics;
- Google Analytics;
- Google Ads;
- Google Tag Manager;
- Google Tag Services;
- Google Fonts; and
- Google Reviews Pro and associated third-party resources.

These providers may process technical information relating to your device or your interaction with our website when their services are used.

Their handling of information may also be governed by their own privacy and cookie policies.

6. Cookie consent and your choices

When you first visit our website, you may be shown a cookie consent banner.

The banner allows you to:

Accept all — allow the available non-essential categories;

Reject non-essential — reject optional technologies that require your permission; or

Manage preferences — choose which optional categories you wish to allow.

You do not have to consent to non-essential technologies in order to use the main parts of our website.

Where consent is required, non-essential technologies should only be used in accordance with the choices you make through our consent system.

UK consent must be freely given, informed and involve a positive action; users should also have an easy way to enable or disable non-essential technologies. [ICO](#)

7. Changing or withdrawing your consent

You can change your cookie preferences after making your initial choice.

A **cookie/privacy settings control** is available on our website which allows you to reopen the cookie settings and change your preferences.

Withdrawing consent does not affect the lawfulness of processing that took place before you withdrew it.

Where you withdraw consent, technologies controlled by that consent will be handled according to your updated preferences going forward.

The ICO states that consent mechanisms must provide the technical ability to withdraw consent with the same ease with which it was given. [ICO](#)

8. Google Consent Mode and consent signals

Our website and Google services may use consent signals to communicate your privacy choices to Google services.

Depending on our configuration and the choices you make, Google services may adjust their behaviour according to whether permission has been granted for analytics or advertising-related technologies.

The purpose of this setup is to ensure that our Google measurement and advertising technologies respond appropriately to the preferences expressed through our cookie consent system.

9. Cookies and technologies that do not require consent

Certain technologies may be used without consent where permitted by applicable law, including where they are strictly necessary to provide a website or service requested by the visitor.

UK law also contains specific exceptions for certain other purposes where all applicable requirements are satisfied.

Where we rely on an applicable exception rather than consent, we will still provide appropriate information and controls where required.

The ICO's current guidance recognises exceptions including strictly necessary technologies and, subject to specific conditions, certain technologies used solely for statistical purposes or adapting appearance/functionality. [ICO](#)

10. How long cookies remain on your device

Cookies may be either:

Session cookies, which normally expire when you close your browser; or

Persistent cookies, which remain on your device for a specified period or until they are removed.

The exact duration can vary depending on the technology and provider.

Our consent-management system and website scanner provide information about the technologies currently detected on the website. Third-party providers may also change individual cookies or their durations as their services develop.

We periodically review the technologies used on our website and update our configuration where appropriate.

11. Browser controls

Most web browsers also allow you to view, delete or block cookies through their settings.

You can use your browser settings to restrict or remove cookies. However, blocking certain technologies — particularly essential or functional technologies — may affect how some parts of our website operate.

Browser controls operate separately from the cookie preferences provided directly on our website.

12. International data transfers

Some of the technology providers we use are international organisations and may process information outside the United Kingdom.

Where personal information is transferred internationally, appropriate safeguards must be used where required by applicable data protection law.

Further information about how we handle personal information and international transfers is available in our **Privacy Policy**.

13. Changes to the technologies we use

The technologies used by our website may change over time as we update the website, add or remove features, change service providers or modify our advertising and analytics setup.

We use website scanning and consent-management tools to help identify technologies operating on the website.

Where we introduce a new technology or use an existing technology for a materially different purpose that requires consent, we will update our consent configuration and seek fresh consent where required.

ICO guidance specifically says fresh consent is required where a new storage/access technology is introduced for a different purpose from that originally consented to. [ICO](#)

14. Updates to this Cookie Policy

We may update this Cookie Policy from time to time to reflect changes to our website, technologies, service providers, legal requirements or business practices.

The latest version will be published on our website and the **Last updated** date at the top of this policy will be revised.

We intend to review this policy periodically and whenever there is a material change to the technologies used on our website.

15. More information about your personal data

For more information about how Proflow Gutter Cleaning collects, uses, stores and protects personal information, including your data protection rights, please see our **Privacy Policy**.

16. Contact us

If you have any questions about this Cookie Policy, our use of cookies or similar technologies, or your privacy choices, please contact:

Tom Steel

Proflow Gutter Cleaning

Email: tom@proflowguttercleaning.co.uk