

# ICG Heat Pumps: Cookie Policy

## 1. Introduction

This Cookie Policy applies to the ICG Heat Pumps website ([www.icgheatpumps.co.uk](http://www.icgheatpumps.co.uk)). This policy explains what cookies are, how we use them, the types of cookies we use, and how you can control your cookie preferences.

This policy should be read alongside our Website Privacy Policy, which explains how we protect your personal data.

## 2. What Are Cookies?

Cookies are small text files that are placed on your computer, tablet, or mobile device when you visit a website. They are widely used by website owners to make their websites work, or work more efficiently, as well as to provide reporting information.

Cookies allow our website to recognize your device and remember your preferences or actions over time, providing a smoother and more personalized browsing experience.

## 3. How We Use Cookies

As a B2B engineering supplier, we use cookies primarily to ensure our website functions correctly and to understand how consultants, contractors, and estates managers interact with our technical content. For example, cookies help us understand which manufacturer manuals (e.g., Midea, Euroklimat, Clivet) are downloaded most frequently from our Resource Hub, allowing us to improve our technical library.

## 4. Types of Cookies We Use

Our website uses the following categories of cookies:

- **Strictly Necessary Cookies:** These cookies are essential for the website to function properly. They enable core features such as page navigation, accessing secure areas of the website, and allowing our contact forms to submit data securely. The website cannot function properly without these cookies. You cannot opt out of these.
- **Performance & Analytics Cookies:** These cookies collect anonymous information about how visitors use our website. For instance, they tell us which pages are visited most often (such as our Public Sector or Commercial Retrofit

pages) and if users get error messages. This data is aggregated and used solely to improve how the website works.

- **Functionality Cookies:** These cookies allow the website to remember choices you make (such as the filtering options you select in the Resource Hub) and provide enhanced, more personal features.
- **Targeting or Advertising Cookies:** We may use these cookies to deliver relevant B2B industry updates and advertisements to you on third-party platforms. They also help us measure the effectiveness of our marketing campaigns. They remember that you have visited our website and this information may be shared with other organizations, such as B2B advertising networks.

## 5. Third-Party Cookies

In addition to our own cookies, we may also use various third-party cookies to report usage statistics of the website. For example, we use Google Analytics to help us understand site traffic and page usage. These third-party service providers have their own privacy policies addressing how they use such information.

## 6. How to Manage Your Cookie Preferences

You have the right to decide whether to accept or reject non-essential cookies.

- **Cookie Consent Banner:** When you first visit our website, you will be presented with a cookie consent banner that allows you to accept all cookies, reject non-essential cookies, or customize your preferences.
- **Browser Settings:** You can also set or amend your web browser controls to accept or refuse cookies. If you choose to reject cookies via your browser, you may still use our website, though your access to some functionality and areas of our website (such as the Resource Hub filters) may be restricted or degraded. As the means by which you can refuse cookies through your web browser controls vary from browser to browser, you should visit your browser's help menu for more information.

## 7. Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect, for example, changes to the cookies we use or for other operational, legal, or regulatory reasons. Please revisit this Cookie Policy regularly to stay informed about our use of cookies and related technologies.

## 8. Contact Us

If you have any questions about our use of cookies or other technologies, please contact us at:

- **Email:** [inquiries@icgheatpumps.co.uk](mailto:inquiries@icgheatpumps.co.uk)
- **Address:** 7 Allied Business Centre, Coldharbour Lane, Harpenden, Hertfordshire, AL5 4UT
- **Phone:** 01462 435700