

Cookie Policy

Last updated: September 2026

This Cookie Policy explains how White Tree Lane uses cookies and similar technologies when you visit our website.

It should be read together with our Privacy Policy, which explains more broadly how we collect, use and protect personal information.

What Are Cookies?

Cookies are small text files that websites may place on your device when you visit them. They help websites function correctly, remember certain preferences, understand how visitors use a website and, in some cases, measure the effectiveness of advertising.

Some cookies are placed directly by the website you visit, while others may be placed by third-party services used on the website.

How We Use Cookies

White Tree Lane may use cookies and similar technologies to:

- Ensure our website functions correctly
- Protect our website and forms from spam and malicious activity
- Understand how visitors find and use our website
- Improve our website and visitor experience
- Display interactive features such as maps
- Measure the effectiveness of our advertising and marketing

The types of cookies and similar technologies used on our website are described below.

Essential and Security Technologies

Some technologies are necessary for the operation and security of our website.

We use **Google reCAPTCHA** on certain forms to help distinguish genuine visitors from automated systems and protect our website against spam, abuse and malicious submissions.

When reCAPTCHA is used, Google may process certain technical and interaction information in order to provide this security functionality.

Because these technologies support the security and operation of our website, they may be treated differently from optional analytics and advertising cookies.

Analytics Cookies

We use **Google Analytics 4 (GA4)** to help us understand how visitors interact with our website.

Google Analytics may collect information about how you use our website, including pages visited, interactions with the website, how you arrived at the site and information about your browser and device.

This information helps us understand website performance and identify ways to improve the experience for our visitors.

Where required, analytics technologies will only be activated in accordance with your cookie preferences.

Advertising and Marketing Cookies

We use the **Meta Pixel**, provided by Meta Platforms, to help us understand how visitors interact with our website and measure the effectiveness of advertising on platforms such as Facebook and Instagram.

The Meta Pixel may collect information relating to your browser, device, website visits and actions taken on our website.

Meta may use information collected through its technologies in accordance with its own privacy policies and your settings with Meta.

Where required, advertising and marketing technologies will only be activated in accordance with your cookie preferences.

Google Maps

We use **Google Maps** to display the location of White Tree Lane and make it easier for visitors to find us.

Google Maps is embedded on parts of our website, including our Home and Contact pages. When a map is loaded or interacted with, Google may process technical information and may use cookies or similar technologies.

The use of Google Maps and information collected through the service is subject to Google's own privacy policies and terms.

Third-Party Cookies and Technologies

Some of the services used on our website are provided by third parties, including Google and Meta Platforms.

These third parties may use cookies or similar technologies and may process information according to their own privacy policies.

White Tree Lane does not control the cookies or technologies used independently by these third-party providers.

Managing Your Cookie Preferences

When you visit our website, you may be given the opportunity to accept or reject optional cookies and manage your preferences.

You can change your cookie preferences through the cookie settings available on our website, where provided.

You can also manage or delete cookies through your browser settings. Please note that blocking certain cookies or technologies may affect the functionality or availability of some features on our website.

Essential or security-related technologies may still operate where they are reasonably necessary for the website to function securely.

Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes to the technologies used on our website, our business practices or applicable legal requirements.

The latest version will be published on this page with an updated revision date.

Contact Us

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

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