

# Privacy & Cookie Policy

## Introduction

We respect your privacy and are committed to protecting your personal data. This policy explains how we use cookies and how your information is collected, used, and stored when you visit our website.

By continuing to use our website, you agree to the practices described in this policy.

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## 1. Cookies

Cookies are small text files stored on your device to help websites remember information about your visit. We use cookies to improve your experience and better understand how our site is used.

### 1.1 Cookie Consent

When you visit our site, you are presented with a cookie banner giving you the choice to:

- **Accept:** This enables Google Analytics cookies and sets a preference cookie to remember your choice.
- **No thanks:** Only a preference cookie is set to record your opt-out.

These choices are stored so you are not asked again on future visits (unless you clear your browser cookies).

### 1.2 Google Analytics

If you select **Accept**, we use Google Analytics to collect anonymous data about how visitors use our site. This helps us improve content and user experience. Google Analytics sets the following cookies:

- `_ga`, `_gid`, and `_gat`: Used to distinguish users and throttle request rates.

We do not use Google Analytics for advertising or cross-site tracking.

### 1.3 Vimeo Player Cookies

We embed video content hosted by **Vimeo**. Vimeo may set its own cookies, particularly if you interact with the player. These cookies are controlled by Vimeo, and you can view their cookie policy [here](https://help.vimeo.com/hc/en-us/articles/26080940921361-Vimeo-Player-Cookies):

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If our player includes the **DNT (Do Not Track)** parameter, only the following essential cookies are set by Vimeo to ensure secure video playback:

- player\_clearance
- cf\_clearance
- \_cf\_bm
- \_cfuvid

These are considered necessary for the basic operation and security of the video player and are not used for tracking.

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## 2. Personal Data

We do not collect personally identifiable information unless you explicitly provide it (e.g., via a contact form). Any personal data collected will only be used for the purpose stated and will not be shared or sold to third parties.

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## 3. Data Security

We implement appropriate technical and organisational measures to protect your data from unauthorised access, alteration, disclosure, or destruction.

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## 4. Your Rights

Under applicable data protection laws (e.g., GDPR), you have the right to:

- Access the personal data we hold about you
- Request correction or deletion of your data
- Withdraw consent where applicable
- Lodge a complaint with a supervisory authority

To exercise these rights, please contact us using the details below.

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## **5. Contact**

If you have any questions about this policy or how we handle your data, please contact us:

**Controller:**

**Westfield Europe Limited (WEL)**

4th Floor

1 Ariel Way

London

W12 7SL

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## **6. Changes to This Policy**

We may update this policy from time to time. Any significant changes will be posted on this page with a revised “Last updated” date.

**Last updated: 30th June 2025**