

Cookie Notice

Last updated: February 2026

Document control: Version 2.0 – Final approved version

This Cookie Notice explains how The Real Good Dental Company Ltd uses cookies and similar technologies on its corporate website. It is provided in accordance with the Privacy and Electronic Communications Regulations (PECR), the UK GDPR and guidance issued by the Information Commissioner's Office (ICO).

What are cookies

Cookies are small text files placed on your device when you visit a website. They help websites operate effectively and provide information about how the website is used.

How we use cookies

We use cookies to ensure the website functions correctly, to measure performance and to understand how visitors interact with our services. Some cookies are essential and do not require consent. All other cookies are optional and will only be used with your consent.

Blocking by default

Non-essential cookies are blocked by default. They are not placed on your device unless and until you provide consent through our consent management platform.

What happens if you consent

If you consent to analytics or marketing cookies:

- the relevant providers will place cookies or similar technologies on your device
- information about your device, browser and interactions with our website may be collected
- this information may be transmitted to third-party providers such as Google, Meta and HubSpot
- those providers may use this information for their own purposes, including analytics, advertising, measurement and profiling, in accordance with their own privacy policies

Cookie categories

- Strictly Necessary – required for core website functionality (no consent required)
- Analytics – performance measurement and improvement (consent required)
- Marketing – advertising and campaign measurement (consent required)

Cookie table index

Cookie Name	Provider	Category	Purpose	Duration	When Set
_ga	Google Analytics	Analytics	Distinguishes users and tracks sessions	Up to 2 years	After consent
_gid	Google Analytics	Analytics	Session tracking	24 hours	After consent
_gat	Google Analytics	Analytics	Rate limiting	1 minute	After consent
_fbp	Meta	Marketing	Ad performance measurement	3 months	After consent
IDE	Google Ads	Marketing	Conversion tracking	1 year	After consent
hubspotutk	HubSpot	Analytics	Visitor identification	13 months	After consent
__hs_opt_out	HubSpot	Necessary	Stores cookie preferences	13 months	Always
cmplz_id	Complianz	Necessary	Consent management	1 year	Always

Third-party processing

Some third-party providers such as Google, Meta and HubSpot may act as independent controllers. They may determine their own purposes for using cookie data. Their privacy notices explain how they use your information.

Managing your preferences

You can accept or reject non-essential cookies when you first visit the site and may change or withdraw consent at any time using the cookie settings tool or your browser controls.

Further information

For general information about how we process personal data, please refer to our Website Privacy Notice.