

## **Cookie Policy – www.wellertia.com**

Last updated: 07/05/2026

This Cookie Policy explains how Veritas Horizon Partners Ltd, trading as Wellertia (“Wellertia”, “we”, “us” or “our”), uses cookies and similar technologies on www.wellertia.com.

This policy should be read together with our Privacy Policy.

### **1. What cookies are**

Cookies are small text files placed on your device when you visit a website.

Similar technologies can include tracking pixels, tags, scripts, local storage, software development tools and other technologies that store or access information on your device.

In this Cookie Policy, we use “cookies” to refer to cookies and similar technologies.

### **2. Why we use cookies**

We use cookies and similar technologies to:

- make the website work properly;
- keep the website secure;
- remember your cookie preferences;
- operate enquiry forms and website features;
- understand how visitors use the website;
- measure advertising performance;
- improve the website and marketing activity.

### **3. Cookie categories we use**

We use the following categories of cookies.

#### **A) Essential cookies**

Essential cookies are required for the website to function properly and securely.

They may be used for:

- website security;
- bot protection;
- fraud and abuse prevention;
- website delivery and performance;
- remembering cookie consent preferences;
- supporting enquiry form operation;
- basic website functionality.

Essential cookies cannot usually be switched off through the cookie banner because the website may not work properly or securely without them.

## B) Analytics cookies

Analytics cookies help us understand how visitors use the website.

We may use Google Analytics 4 through Google Tag Manager to understand things such as:

- which pages are visited;
- how users move around the website;
- approximate location at city/region level;
- device and browser type;
- traffic sources;
- form and conversion performance.

Analytics cookies are off by default and are only used where you have given consent through the cookie banner.

## C) Marketing cookies

Marketing cookies and similar technologies help us measure and improve advertising performance.

We may use:

- Google Ads conversion tracking;
- Meta/Facebook Pixel or related Meta advertising tools;
- Google Tag Manager to manage advertising tags.

These tools may help us understand whether advertising campaigns lead to website visits, enquiries or other actions.

Marketing cookies are off by default and are only used where you have given consent through the cookie banner.

## **4. No non-essential cookies before consent**

Non-essential analytics and marketing cookies are not set before consent.

This means that Google Analytics, Google Ads and Meta/Facebook advertising tags should not set non-essential cookies unless you have accepted the relevant cookie category through the cookie banner.

You can reject non-essential cookies and still use the website.

## **5. Specific cookies and technologies that may be used**

The exact cookies used may vary depending on browser settings, website configuration, consent choices and provider updates.

The cookie banner or cookie settings panel should show the current cookie categories and choices available on your device at the time of visit.

The list below reflects the main tools currently expected to be used on the Wellertia website.

#### A) Essential / security / website operation

##### Cloudflare

Cloudflare may use cookies and similar technologies for website security, bot protection, traffic management and website performance.

Examples may include:

- `__cf_bm` – helps Cloudflare manage bot traffic and protect the website.
- `cf_clearance` – may be used where Cloudflare security checks or challenges are active.

##### Cookie consent tool

Our cookie banner may set a cookie or local storage item to remember your cookie choices, such as whether you accepted all cookies, rejected non-essential cookies, or selected particular preferences.

##### Vercel / hosting infrastructure

Vercel or related website infrastructure may process technical information needed to deliver the website. This may include server logs and technical data. The exact cookies, if any, depend on configuration.

##### Formspree / enquiry forms

Formspree supports enquiry form handling. It may process form submission data and technical data needed to operate and protect the form. The exact cookies, if any, depend on configuration.

#### B) Analytics

##### Google Analytics 4 / Google Tag Manager

Where analytics consent is given, Google Analytics 4 may set or use cookies such as:

- `_ga` – used to distinguish users.
- `_ga_<container-id>` – used to maintain session state.
- `_gid` – may be used to distinguish users over a shorter period, depending on configuration.

Google Tag Manager is used to manage tags. It should only trigger analytics or marketing tags in line with the consent settings configured on the website.

### C) Marketing / advertising

#### Google Ads

Where marketing consent is given, Google Ads may use cookies and similar technologies for conversion tracking and advertising measurement.

Examples may include:

- `_gcl_au` – used by Google for conversion linking and advertising measurement.
- other Google advertising cookies or identifiers depending on browser, consent settings and campaign configuration.

#### Meta/Facebook Pixel

Where marketing consent is given, Meta/Facebook advertising tools may use cookies and similar technologies for advertising measurement and conversion tracking.

Examples may include:

- `_fbp` – used by Meta to identify browsers for advertising and measurement purposes.
- `_fbclid` – may be set where a user arrives from a Facebook/Meta advertisement and is used for conversion attribution.

## 6. WhatsApp and Telegram

The website may include links or buttons allowing you to contact Wellertia through WhatsApp Business or Telegram.

These buttons operate as outbound links. Wellertia does not use WhatsApp or Telegram to set cookies on your device through our website.

If you click a WhatsApp or Telegram link, you will leave our website or open the relevant app/platform. WhatsApp and Telegram may then process your data under their own terms and privacy policies.

You should review the privacy information of WhatsApp and Telegram before using those services, especially before sending dental or health information.

## 7. Cookie consent choices

When you first visit the website, you should see a cookie banner allowing you to:

- accept all cookies;
- reject non-essential cookies;

- manage your choices.

Essential cookies are active because they are needed for the website to work properly and securely.

Analytics and marketing cookies are off by default and are only used where you have given consent.

We do not use pre-ticked boxes for analytics or marketing cookies.

## **8. Changing your cookie preferences**

You can change your cookie preferences at any time through the “Cookie settings” link in the website footer.

You can also block or delete cookies through your browser settings.

If you use browser settings to block all cookies, some website features may not work correctly.

## **9. Google Consent Mode**

Where Google Consent Mode is used, it is configured so that analytics and advertising consent states are denied by default until you give consent through the cookie banner.

Google Consent Mode does not replace the cookie banner. It is used to help Google tags respect the consent choices made through the banner.

## **10. Cookie duration**

Cookies may be session cookies or persistent cookies.

Session cookies usually expire when you close your browser.

Persistent cookies remain for a set period or until deleted.

The duration of individual cookies depends on the relevant provider, browser settings, consent settings and website configuration. Some cookies may last only for a session, while analytics or advertising cookies may last for longer unless deleted or blocked.

Where possible, we configure cookies and analytics settings in a proportionate way for the purposes described in this policy.

## **11. Third-party providers**

Some cookies and similar technologies may be provided by third parties, including:

- Cloudflare;

- Vercel;
- Formspree;
- Google, including Google Analytics 4, Google Tag Manager and Google Ads;
- Meta/Facebook advertising tools;
- the cookie consent tool used on the website.

WhatsApp and Telegram are addressed separately above because the website uses them as outbound contact links rather than as embedded tracking tools.

These providers may process data in accordance with their own privacy and cookie policies.

## **12. Personal data and cookies**

Some cookies and similar technologies may involve the processing of personal data, such as online identifiers, IP address, device information, browsing activity, advertising identifiers or interaction data.

Where cookies involve personal data, we process that data in accordance with our Privacy Policy.

We do not use analytics or marketing cookies to make clinical, dental or treatment decisions.

## **13. Impact of rejecting cookies**

If you reject non-essential cookies:

- the website should still work;
- you should still be able to submit an enquiry;
- we will have less information about how visitors use the website;
- advertising measurement may be less accurate;
- some personalised or measurement-related advertising functions may not operate.

If you block essential cookies through your browser, parts of the website may not work correctly.

## **14. Updates to this Cookie Policy**

We may update this Cookie Policy from time to time.

The latest version will be posted on the website with a new “Last updated” date.

We may update this policy if we change the website stack, add or remove analytics tools, change advertising platforms, change the cookie banner tool, or change how cookies and similar technologies are used.

## **15. Contact**

For questions about this Cookie Policy, contact:

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