Cookies Policy

Lancashire Eccles Cakes Limited · Version 2 · 4 November 2026

ABOUT THIS POLICY

This Cookies Policy explains how Lancashire Eccles Cakes Limited (“we”, “us”) uses cookies and similar technologies on this website. It should be read together with our Privacy Policy.

WHAT ARE COOKIES?

Cookies are small text files that a website stores on your computer or mobile device when you visit it. They are widely used to make websites work, to remember your settings and to provide information to the owners of the site.

HOW WE USE COOKIES

We keep the use of cookies to a minimum. We do not use cookies for advertising, and we do not use tracking tools that follow you across other websites. We use Google Analytics to understand how our website is used, as explained below.

STRICTLY NECESSARY COOKIES

Our website may set a small number of technical cookies that are needed for it to work securely and correctly, for example to keep the site secure. If you log in to the administration area of the site, WordPress also sets login cookies. On our contact page, Google reCAPTCHA sets the cookie _GRECAPTCHA, which protects our contact form against spam and automated abuse and expires after six months. These cookies are essential and do not require your consent.

ANALYTICS COOKIES

We use Google Analytics to collect statistics about how visitors use our website, for example which pages are visited and for how long. We use this information only to improve our website. Google Analytics sets the cookies _ga and _ga_*, which expire after two years. Google’s advertising features and data sharing are switched off.

Under UK law, cookies that are used only to collect statistics in order to improve a website do not require your prior consent, as long as you are clearly informed about them and can easily object. You can opt out at any time on the Cookies Policy page of our website (www.lancashireecclescakes.co.uk/cookies-policy/), using the link “Opt out of Google Analytics on this website”.

This sets a small cookie in your browser so that Google Analytics is not used when you visit our website. If you delete your cookies, you will need to opt out again. You can also install the Google Analytics opt-out browser add-on.

THIRD-PARTY CONTENT

Videos. The videos on our News page are provided by YouTube and Vimeo. They are only loaded when you hover over or click a video. YouTube videos are shown in privacy-enhanced mode (youtube-nocookie.com) and Vimeo videos are set to “do not track”. When a video plays, YouTube or Vimeo may set cookies in line with their own policies.

Instagram. Our website shows images from our Instagram account. These images are stored on our own website, so no data is sent to Instagram (Meta Platforms) when you view them. Only if you click on an image will you be taken to Instagram, which has its own cookie and privacy policies.

Social media links. Our links to Facebook and Instagram take you to those websites, which have their own cookie and privacy policies.

MANAGING COOKIES

You can block or delete cookies at any time in your browser settings. Blocking strictly necessary cookies may affect how parts of the website work. You can find out more about cookies and how to manage them at ico.org.uk.

CHANGES TO THIS POLICY

We may update this Cookies Policy from time to time, for example if we add new features to our website. The current version will always be published on this page.

CONTACT US

If you have any questions about our use of cookies, please contact us:

Lancashire Eccles Cakes Limited, 57 Hyde Road, Ardwick, Manchester M12 6BH

Telephone: 0161 273 6368

Email: sales@lancashireecclescakes.co.uk