



Building Sustainably

Cookie Policy

How SB4 Construction Group Ltd uses cookies on its website

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Prepared / Maintained by	Adam Baxter, Head of Compliance & Project Coordination

1. About This Cookie Policy

This Cookie Policy explains how SB4 Construction Group Ltd (“we”, “us”, “our”) uses cookies and similar technologies on our website at [www.sb4construction.co.uk] (“our site”). It should be read together with our Privacy Policy, which explains how we handle personal data more generally.

2. What Are Cookies?

Cookies are small text files that a website places on your device when you visit it. They are widely used to make websites work, to make them work more efficiently, and to provide information to the site's owners. Similar technologies, such as pixels, tags and local storage, work in comparable ways, and references to “cookies” in this policy include these technologies.

Cookies may be “first-party” (set by us) or “third-party” (set by another organisation whose service we use). They may last only for your visit (“session” cookies) or remain on your device for a set period (“persistent” cookies).

3. How the Law Applies

Our use of cookies is governed by the Privacy and Electronic Communications Regulations 2003 (PECR), as amended by the Data (Use and Access) Act 2025, together with the UK GDPR and the Data Protection Act 2018. Under these rules we may set strictly necessary cookies, and certain low-risk cookies used solely for our own statistics or to remember your display preferences, without asking for your consent – although you can still object to the latter two. For any other non-essential cookies, such as advertising or cross-site tracking cookies, we ask for your consent before they are set.

4. Categories of Cookies

We group the cookies that may be used on our site into the following categories:

4.1 Strictly Necessary Cookies

These are essential for our site to function and to keep it secure – for example, cookies that manage your session or remember the cookie choices you have made. They do not require your consent, and the site cannot work properly without them.

4.2 Functional (Appearance) Cookies

These remember choices you make to improve your experience, such as display, layout or accessibility preferences. Where these are used solely for that purpose, we may set them without your consent, but you can object to them at any time, free of charge.

4.3 Analytics (Statistical) Cookies

These help us understand how visitors use our site – for example, which pages are visited – so we can improve it. Where such cookies are used solely for our own statistics and do not significantly affect you, we may set them without your consent, and you can object at any time. Where our analytics involve sharing information with a third party (for example, a third-party analytics provider), we will ask for your consent before setting those cookies.

4.4 Targeting and Advertising Cookies

These are used to build a profile of your interests or to track you across sites for advertising purposes. We will only set cookies of this kind if you give your consent, and you can withdraw that consent at any time.

5. Cookies We Use

The table below describes the cookies that may be used on our site. It is kept under review and updated when our site changes.

Cookie / Provider	Purpose	Category	Expiry
cookie_consent (SB4)	Stores your cookie preferences so you are not asked on every visit	Strictly necessary	12 months
session (SB4)	Keeps your session secure while you browse or use our enquiry form	Strictly necessary	Session
display_prefs (SB4)	Remembers display and accessibility preferences	Functional	6 months
_ga / _ga_* (Google Analytics)	Helps us measure how the site is used so we can improve it	Analytics	Up to 2 years

Placeholder – replace the rows above with the actual cookies identified by a scan of your live site before publishing.

6. Your Choices and Consent

Where your consent is required, we ask for it through a cookie banner when you first visit our site, and cookies of that kind are not set unless and until you agree. You can review or change your choices at any time via [\[our cookie settings link\]](#). For analytics and appearance cookies that we may set without consent, you can object at any time, free of charge, using the same controls.

7. Managing Cookies in Your Browser

Most web browsers also let you view, manage, delete and block cookies. You can usually find these controls in your browser's settings or help menu. Please note that if you block strictly necessary cookies, parts of our site may not work properly.

8. Third-Party Cookies

Some cookies may be set by third parties that provide services on our site, such as analytics or embedded content. We do not control these cookies, and you should check the relevant third party's own cookie and privacy information to understand how they use your data.

9. Changes to This Cookie Policy

We may update this policy from time to time to reflect changes to the cookies we use or to the law. Any changes will be posted on this page, and the version and dates shown above will be updated accordingly.

10. Contact Us

If you have any questions about our use of cookies, please contact us at [\[enquiries@sb4construction.co.uk\]](mailto:enquiries@sb4construction.co.uk). If you have a concern about how we handle your personal data, we ask that you raise it with us first so that we can try to put things right. You also have the right to complain to the Information Commissioner's Office (ICO) at ico.org.uk.