

StriveX® Ltd Use of cookies

Our website uses cookies to distinguish you from other users. This helps us provide you with a good experience when you browse our site and also allows us to improve our site.

A cookie is a small text file that a website saves on your computer or mobile device when you visit the site. Cookies enable websites to remember your actions and preferences (such as login, language, font size, and other display preferences) over a period of time, so you don't have to keep re-entering them whenever you return to the site or browse from one page to another.

Cookies themselves do not identify individual users but do recognise the device being used. The use of cookies on our site complies with the UK Privacy and Electronic Communications Regulations (PECR), last updated in accordance with the EU Directive on Privacy (2012).

Implied consent

striveX® uses cookies solely for performance and analytical purposes and does not store or collect sensitive personal data through cookies. In line with guidance from the Information Commissioner's Office (ICO), we operate on a model of **implied consent**, meaning that by continuing to use our site, you are deemed to have consented to the placement of cookies on your device.

You can control and manage cookie preferences through your browser settings, and we provide guidance below on how to do this on commonly used browsers.

Types of cookies we use

The cookies used on our website fall into the following categories:

- **Essential cookies** – Required for core site functionality, such as security and accessibility.
- **Performance/Analytical cookies** – Used to understand how users interact with our site (e.g. Google Analytics).
- **Functionality cookies** – Remember user preferences and settings to enhance user experience.
- **Third-party cookies** – May be set by third-party services embedded in our site (e.g. videos or live chat support).

We do not use cookies for profiling or behavioural advertising.

How to disable cookies

Most internet browsers are initially set up to accept cookies automatically. You can change the settings to block cookies or alert you when cookies are being sent to your device. Below are instructions for disabling cookies on commonly used browsers:

Chrome (Desktop)

1. Click the three-dot menu in the top-right corner
2. Select 'Settings' > 'Privacy and security'
3. Click 'Cookies and other site data'
4. Adjust cookie preferences accordingly

Chrome (Android)

1. Tap the three-dot menu > 'Settings'
2. Tap 'Site settings' > 'Cookies'
3. Turn cookies on or off

Safari (iOS)

1. Open 'Settings' > 'Safari'
2. Tap 'Block All Cookies' or manage other privacy preferences

Safari (Mac)

1. Click 'Safari' > 'Preferences'
2. Go to the 'Privacy' tab
3. Select 'Block all cookies' or manage preferences

Firefox

1. Click the menu > 'Settings'
2. Select 'Privacy & Security'
3. Under 'Cookies and Site Data', adjust settings

Microsoft Edge

1. Click 'Settings' > 'Cookies and site permissions'
2. Under 'Manage and delete cookies', adjust preferences

Internet Explorer

1. Click 'Tools' > 'Internet Options'
2. Select the 'Privacy' tab
3. Adjust settings via the 'Advanced' button

Third-party tools

Some services we use (e.g. Google Analytics, embedded videos, or interactive features) may store cookies on your device. We do not control third-party cookies and recommend you check the respective provider's website for more information.

Email security

Please be aware that emails sent via the internet are not always secure. Unless explicitly encrypted, emails may be intercepted and read by third parties. We advise you not to include personal or sensitive information in any unencrypted emails you send to us.

If you have any questions about our cookie policy, please contact us at info@strivex.co.uk.