



Cookies Policy

Effective Date: Jan 2005

Last Updated: Jan 2005

Need an Optom ("we," "us," or "our") uses cookies and similar tracking technologies on www.needanoptom.com. This Cookies Policy explains **what cookies are**, how we use them, and how you can manage your preferences.

For more details on how we handle personal data, please review our [Privacy Policy](#)

1. What Are Cookies?

Cookies are **small text files** stored on your device (computer, tablet, or smartphone) when you visit a website. They help us:

- ✓ Improve website functionality and performance.
- ✓ Analyze site traffic and user behavior.
- ✓ Provide a personalized user experience.

Cookies **do not harm your device** and **do not store sensitive personal data** unless explicitly provided.

2. Types of Cookies We Use

2.1 Essential Cookies (Strictly Necessary)

These cookies are required for the website to function properly. They enable features like:

- ✓ Secure login authentication.
- ✓ Session management.
- ✓ Fraud prevention and security.

You cannot disable these cookies, as they are necessary for website functionality

2.2 Performance & Analytics Cookies

These cookies help us understand how visitors use our site, allowing us to improve user experience. We use tools like:



Google Analytics – Tracks page visits and user interactions.



Hotjar / Similar Tools – Analyzes website heatmaps and session recordings.

These cookies collect **anonymous data** and do not personally identify users.

2.3 Functional Cookies

These cookies remember user preferences and settings, such as:

- ✓ Language preferences.
- ✓ Saved job searches or account settings.
- ✓ Auto-fill form preferences.

Disabling these cookies may reduce **website personalization**.

2.4 Advertising & Marketing Cookies

These cookies track browsing behavior to display **relevant job listings, advertisements, or recruitment services**. They may be set by:



Google Ads / Facebook Pixel – For targeted ads and remarketing.



LinkedIn Insights Tag – For recruitment-related ad tracking.

You can **opt out of targeted advertising** at any time (see Section 4).

3. How We Use Cookies


We use cookies to:

- ◆ Ensure website security and performance.
- ◆ Remember user preferences for a better experience.
- ◆ Measure site traffic and improve services.
- ◆ Deliver relevant job recommendations and ads.


We **do not sell** cookie-collected data to third parties.

4. Managing & Disabling Cookies

You can manage or disable cookies through:

 **Browser Settings:** Most browsers allow you to block or delete cookies. Instructions:

- **Google Chrome:** Manage cookies
- **Mozilla Firefox:** [Manage cookies](#)
- **Safari:** [Manage cookies](#)
- **Microsoft Edge:** [Manage cookies](#)

 **Cookie Consent Banner:** Upon visiting our website, you can accept, reject, or customize your cookie preferences.

 **Opt-Out of Advertising Cookies:**

- **Google Ads Preferences:** [Opt out](#)
- **Facebook Ads Preferences:** [Opt out](#)

Disabling some cookies may **affect website functionality**.


5. Updates to This Policy

We may update this Cookies Policy from time to time. Changes will be **posted on this page**, and if significant, we will notify users via **email or website pop-ups**.


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6. Contact Us

If you have any questions about this policy or how we use cookies, please contact us:

 **Address:** 869 High Road, London, United Kingdom, N12 8QA

 **Email:** hello@needanoptom.com

 **Phone:** 020 3846 8888