Cookie Policy

Last Updated: July 2026

This Cookie Policy explains how Regal Hampton Properties Ltd ("we", "us", or "our") uses cookies and similar storage and access technologies (such as tracking pixels, web storage, and tags) when you visit our property website.

Under the UK General Data Protection Regulation (UK GDPR) and the Privacy and Electronic Communications Regulations (PECR), as amended by the Data (Use and Access) Act, we are required to provide you with clear and comprehensive information about what these technologies do and give you control over their use.

1. What Are Cookies and Storage Technologies?

Cookies are small text files placed on your device (computer, smartphone, or tablet) when you browse websites. We also use similar technologies, such as pixels, to monitor actions on our site. These technologies help our website function efficiently, remember your property search preferences, and provide us with aggregated insights to improve our services.

2. How We Categorise and Use Cookies

We split the cookies and tracking technologies used on our website into three distinct categories.

A. Strictly Necessary Cookies (No Consent Required)

These cookies are essential for the basic operation of our website from your perspective. Without them, the website cannot provide the services you explicitly request.

- **Why we use them:** To maintain your secure session, manage portal logins for landlords/tenants, ensure website security and fraud prevention, and remember your cookie consent settings.
- **Legal Basis:** Exempt from consent under PECR as they are strictly necessary to deliver the service you requested.

B. Statistical & Website Appearance Cookies (Opt-out Basis)

Following the enactment of the Data (Use and Access) Act, certain low-risk cookies used **solely** for aggregated statistics or basic display preferences do not require prior opt-in consent, provided you are given a simple, free way to object (opt-out) at any time.

- **Statistical (Analytics):** We use first-party or privacy-compliant analytics tools to count total visits and see how users move around our site (e.g., tracking which property listings are viewed most). This data is strictly aggregated and **never** used to identify you individually or build a marketing profile.
- **Website Appearance:** These cookies remember preferences you set, such as layout adjustments for mobile screens or remembering your preferred language/region.
- **Your Control:** These may be active by default, but you can turn them "OFF" at any time via our Cookie Banner or the link in Section 4.

C. Marketing & Third-Party Targeting Cookies (Prior Opt-In Required)

These cookies track your online activity across different websites to deliver relevant advertisements or to measure the effectiveness of marketing campaigns.

- **Why we use them:** If you interact with our social media links or find us through an online ad, third-party pixels (such as Meta/Facebook Pixel or Google Ads) may track your conversion (e.g., whether you requested a property valuation or booked a viewing after clicking an ad).
- **Your Control:** These are **blocked by default**. They will never fire unless you actively click "Accept All" or toggle them "ON" via our cookie consent banner.

3. Detailed Cookie Inventory

Below is a list of the core cookies used on our website:

Cookie Name / Provider	Type	Purpose	Expiry
ph_session_* (PropertyHive)	Strictly Necessary	Remembers your ongoing property search filters and viewing basket within the session.	Session
cookieyes-consent	Strictly Necessary	Stores your cookie consent choices so you aren't asked on every page.	1 Year
_ga / _gid (Google Analytics)	Statistical	Collects aggregated data on website traffic and popular rental properties. *Only used for internal service improvement.*	Up to 2 years
_fbp (Meta/Facebook)	Marketing / Targeting	Tracks conversions from social media advertisements to see if users requested property viewings.	3 Months

4. How to Manage and Change Your Choices

We respect your privacy and give you full, granular control over your data. You can change your preferences at any time.

- **Via Our Cookie Banner:** You can reopen our Consent Management Platform (CMP) at any time by clicking the hovering **"Cookie Settings"** icon at the bottom corner of your screen.
- **Equal Prominence:** Our banner features "Accept All" and "Reject All" options with equal visual prominence. If you choose "Reject All", all marketing cookies will remain completely disabled.
- **Simple Opt-Out:** You can toggle off Statistical and Appearance cookies instantly within the settings panel.
- **Browser Settings:** You can also configure your web browser to block or delete cookies entirely. However, please note that blocking strictly necessary cookies may cause parts of our property search features to stop working.

5. Third-Party Links

Our website synchronises property data with portals like **Rightmove** and **Zoopla**. Please note that if you click an external link to view a property or area on those platforms, they operate under their own separate cookie and privacy policies, which we do not control.

6. Contact Us and More Information

For more comprehensive details on how we protect your personal data, who we share it with, and your rights under UK GDPR (including your right to access or delete your data), please read our full **Privacy Policy** on the website.

If you have any questions regarding this Cookie Policy, please contact our Compliance Officer at:

- **Email:** info@regalhampton.co.uk
- **Address:** 3 More London PI, London SE1 2RE