

COOKIE POLICY

Effective Date: 14/05/2026

Website: www.smegroup.co.uk

Company Name: SME Group Plc (“SME Group Plc”, “we”, “our”, “us”)

1. INTRODUCTION

This Cookie Policy explains how SME Group Plc uses cookies and similar technologies when you visit our website (“Site”). By continuing to browse or use our Site, you agree to the use of cookies in accordance with this Policy, unless you choose to disable them through your browser settings or cookie preferences. This Policy should be read alongside our Privacy Policy and Terms & Conditions.

2. WHAT ARE COOKIES?

Cookies are small text files placed on your computer, smartphone, tablet, or other device when you visit a website. Cookies help websites function properly, improve user experience, analyse website traffic, remember preferences, and support marketing activities.

Cookies may be:

- Session cookies (deleted when you close your browser)
- Persistent cookies (stored until expiry or deletion)
- First-party cookies (set by our website)
- Third-party cookies (set by external providers)

3. HOW WE USE COOKIES

SME Group Plc uses cookies to:

- Ensure the website functions correctly
- Improve website performance and usability
- Remember user preferences
- Analyse visitor behaviour and traffic patterns
- Enhance website security
- Support marketing and advertising activities
- Measure the effectiveness of campaigns

4. TYPES OF COOKIES WE USE

Strictly Necessary Cookies

These cookies are essential for the operation of the Site and cannot usually be disabled.

They may include cookies used for:

- Security
- Network management
- Accessibility
- Page navigation
- Form submissions
- Cookie preference storage

Without these cookies, parts of the Site may not function correctly.

Performance and Analytics Cookies

These cookies help us understand how visitors use the Site by collecting anonymous information such as:

- Number of visitors
- Pages visited
- Time spent on pages

- Traffic sources
- User interactions

This information helps us improve website performance and user experience.

Analytics services may include:

- Google Analytics
- Other website analytics providers

Functional Cookies

These cookies allow the Site to remember choices you make, including:

- Language preferences
- Region settings
- Saved preferences
- User customisation options

These cookies improve your browsing experience.

Advertising and Marketing Cookies

These cookies may be used to:

- Deliver relevant advertisements
- Measure marketing effectiveness
- Track browsing activity across websites
- Build advertising profiles

Marketing cookies may be placed by:

- Google
- Meta
- Other advertising partners

These third parties may use cookies in accordance with their own privacy policies.

5. THIRD-PARTY COOKIES

Some cookies on our Site may be placed by third-party services integrated into the website, including:

- Embedded videos
- Social media integrations
- Analytics providers
- Advertising networks
- Payment processors
- CRM and marketing systems

SME Group Plc does not control third-party cookies and users should review the relevant third-party privacy and cookie policies for further information.

6. COOKIE CONSENT

When you first visit our Site, you may be presented with a cookie consent banner requesting your preferences regarding non-essential cookies.

You may:

- Accept all cookies
- Reject non-essential cookies
- Customise cookie preferences

Your preferences can be updated at any time through your browser settings or cookie management tools where available.

7. MANAGING COOKIES

Most web browsers allow you to:

- View cookies
- Delete cookies
- Block cookies
- Restrict cookies
- Receive alerts before cookies are stored

Please note that disabling certain cookies may impact website functionality and user experience.
Browser management instructions can usually be found within your browser's help settings.

8. DATA PROTECTION AND PRIVACY

Any personal data collected through cookies will be processed in accordance with applicable data protection laws, including:

- UK GDPR
- EU GDPR (where applicable)
- Data Protection Act 2018

For further information about how we process personal data, please refer to our Privacy Policy.

9. CHANGES TO THIS COOKIE POLICY

SME Group Plc reserves the right to amend this Cookie Policy at any time.

Updated versions will be published on this page with a revised effective date.

Continued use of the Site after changes are published constitutes acceptance of the updated Policy.

10. CONTACT INFORMATION

If you have any questions regarding this Cookie Policy or our use of cookies, please contact:

SME Group Plc

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