

Cookie Policy

Last updated: July 2026

This Cookie Policy explains how The Shires ("we", "us", "our") uses cookies and similar technologies on **shires-moseley.co.uk** (the "site"), and how you can manage your preferences. It should be read alongside our [Privacy Policy](#).

1. What Are Cookies?

Cookies are small text files placed on your device when you visit a website. They help the site function correctly, remember your preferences, and give us insight into how the site is used. Some cookies are set by us directly ("first-party"), and some are set by services we use, such as Google Analytics or embedded video/map content ("third-party").

2. How We Use Cookies

We use cookies to:

- Make the website function correctly
- Remember your cookie consent choices
- Understand how visitors use our site, so we can improve it
- Display embedded content such as our virtual apartment tours and Google Maps

We do **not** use cookies to build advertising profiles or sell your data to third parties.

3. Categories of Cookies We Use

Category	Purpose	Can be disabled?
Strictly necessary	Required for the site to function — e.g. remembering your cookie consent choice, enabling secure form submission	No — the site may not work properly without these
Analytics / performance	Help us understand how visitors use the site (pages visited, time spent, general location) so we can improve it	Yes — only set with your consent
Functionality	Remember choices you've made (e.g. form inputs) to improve your experience on return visits	Yes — only set with your consent
Third-party / embedded content	Set by external services embedded on our pages, such as our virtual tours (soft-focus.co.uk), Google Maps, and social media widgets	Yes, though disabling may mean embedded content (e.g. the virtual tour) doesn't display

Illustrative list of cookies

(Exact cookie names may vary and are updated periodically — see our live cookie consent tool for the current, definitive list.)

Cookie	Set by	Category	Typical duration	Purpose
`_ga`	Google Analytics	Analytics	2 years	Distinguishes unique users
`_ga_*`	Google Analytics	Analytics	2 years	Persists session state
`_gid`	Google Analytics	Analytics	24 hours	Distinguishes users
cookie consent preference	shires-moseley.co.uk	Strictly necessary	6–12 months	Remembers your cookie choices
session/form cookies	shires-moseley.co.uk	Strictly necessary	Session	Enables secure submission of the contact, brochure, "Book a visit" and newsletter forms
virtual tour cookies	soft-focus.co.uk	Third-party / functionality	Varies (set by provider)	Enables the embedded 360° apartment tour to load and function
Google Maps cookies	Google	Third-party / functionality	Varies (set by Google)	Enables the embedded map showing our location
Social media widget cookies	Facebook / Instagram (Meta)	Third-party	Varies (set by provider)	Enables social sharing/follow links to function

4. Your Consent

On your first visit, you'll see a cookie banner allowing you to accept or reject non-essential cookies, and to manage your preferences by category. Non-essential cookies (analytics, functionality, third-party) are only placed once you've given consent.

You can change your preferences at any time by clicking "**Cookie Settings**" (usually found in the site footer) or by clearing your cookies and revisiting the site to see the banner again.

5. Managing Cookies Through Your Browser

In addition to our cookie banner, most browsers let you control cookies through their settings, including blocking all cookies or deleting existing ones. Please note that blocking essential cookies may prevent parts of the site — including our enquiry forms — from working correctly.

For general guidance on managing cookies, visit www.aboutcookies.org or www.allaboutcookies.org.

6. Third-Party Content on Our Site

Some pages include content hosted by third parties, which may set their own cookies independently of us:

- **Google Analytics** — website usage statistics
- **Google Maps** — embedded map of our location
- **Virtual apartment tours** (soft-focus.co.uk) — 360° tour content
- **Facebook and Instagram** — social media links and embedded posts

We don't control these cookies directly. Please refer to the relevant provider's own cookie/privacy policy for details:

- [Google Privacy & Terms](#)
- [Meta \(Facebook/Instagram\) Cookie Policy](#)

7. Changes to This Policy

We may update this Cookie Policy from time to time — for example, if we start using a new tool or service that sets cookies. Any changes will be posted on this page with a revised "Last Updated" date.

8. Contact Us

If you have any questions about our use of cookies, please contact:

The Shires

216 Wake Green Road, Moseley, Birmingham, B13 9PQ

Telephone: 0121 449 4870

Email: sales@shires-moseley.co.uk