



Mercer Brother - Cookie Policy

Last updated: 12/11/2025

Version 1.0

This Cookie Policy explains how Mercer Brothers Property Group Ltd. ("we", "us", "our") uses cookies and similar technologies on our website www.mercerbrotherspropertygroup.com (the "Site"). It should be read together with our Privacy Policy.

1. What are cookies?

Cookies are small text files placed on your device (computer, tablet, or mobile) when you visit websites. They help websites recognise your device and remember information about your visit. Cookies can be "session" cookies (deleted when you close your browser) or "persistent" cookies (remain for a set period).

2. Why we use cookies

We use cookies for several purposes, including:

- Essential functionality — to operate the Site and deliver requested services;
- Performance & analytics — to understand how visitors use the Site and to improve it;
- Marketing — to deliver and measure the effectiveness of marketing and email campaigns;
- Preference storage — to remember your cookie preferences and choices.

3. Types of cookies we use

Below are the categories of cookies we may use on the Site:

Strictly necessary cookies — required for the basic functioning of the Site (e.g., session management). These cannot be switched off and are usually set in response to actions you take (such as filling in forms).

Performance and analytics cookies — collect information about how visitors use our Site (pages visited, time spent) to help us improve the Site's performance.

Functional cookies — remember choices you make (such as language or cookie settings) to provide enhanced features.



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Marketing and advertising cookies — used to deliver relevant marketing and measure campaign performance. These may be set by third-party services such as our email provider.

4. Cookies set by third parties

We use third-party services that may set cookies on our Site. For example:

- HubSpot is our email marketing/CRM provider. HubSpot may set cookies to measure the effectiveness of email campaigns and manage subscriber preferences. HubSpot's privacy information is available at <https://legal.hubspot.com/privacy-policy>.

5. Example cookies

The exact cookies used may change over time. Here are examples of the kind of cookies that may be set:

Cookie name (example)	Purpose	Duration
__cf_bm	Bot management and security (if used by hosting/CDN)	Session
_ga, _gid	Analytics identifiers (if Google Analytics used)	2 years / 24 hours
hs_	HubSpot-related cookies for subscriber/session handling and campaign measurement	Persistent (varies)
cookie_consent	Stores your cookie consent choices for the Site	1 year



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6. Your choices

You can manage or disable cookies in your browser settings. Most browsers let you refuse or accept cookies and delete existing cookies. If you block cookies, some parts of the Site may not function correctly.

To manage cookies in popular browsers, see the links below:

- Google Chrome
- Mozilla Firefox
- Safari
- Internet Explorer

7. Consent

Where consent is required, we will obtain your consent before setting non-essential cookies. You can withdraw consent at any time by adjusting your cookie preferences or deleting the cookies in your browser.

8. Changes to this Cookie Policy

We may update this Cookie Policy from time to time. Any changes will be posted on this page with an updated "Last updated" date.

9. Contact

If you have questions about our use of cookies, contact us at:

- **Email:** nathan@mercerbrospropertygroup.com
- **Address:** 20 Wenlock Road, London, N1 7GU

Nathan Mercer

Director

Mercer Brother Property Group Ltd

Next Review Date: 12/11/2026