Cookie Policy

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Silva Lex Ltd - Cookie Policy

Version 2.0 - last updated 13 November 2026

This policy explains the cookies and similar technologies used on silvalex.co.uk, why we use them and how you can control them. It should be read with our Privacy Notice at silvalex.co.uk/privacy.

1. What cookies are

1.1 Cookies are small text files placed on your device when you visit a website. Similar technologies, such as your browser's local storage, work in a similar way. In this policy we call them all "cookies".

1.2 Some cookies are essential for a website to work. Others help the site owner understand how the site is used, or allow third parties to provide features such as forms. We only use non-essential cookies with your consent.

2. Your choices

2.1 When you first visit the site, our banner lets you choose "Essential only" or "Accept all". We only set non-essential cookies if you choose "Accept all".

2.2 You can change your choice at any time using the "Cookie settings" link at the bottom of every page. You can also block or delete cookies in your browser settings, although parts of the site may not then work properly.

3. Essential cookies

3.1 These are needed for the site to work and to keep it secure. They do not need your consent.

(a) Cloudflare security cookies (such as __cf_bm), set by Cloudflare, which hosts and protects our site, to tell people from automated traffic. They last up to 30 minutes, or longer where a security check is completed.

(b) silva-cookie-consent, stored in your browser's local storage, which remembers your cookie choice so we do not ask again. It stays until you clear it.

4. Functional cookies

4.1 These remember choices you make so the site works the way you expect. They contain no personal data and are never sent to us.

(a) silva-elena-teaser-seen, stored in local storage, which remembers that you have seen the introduction to Elena, our chat assistant, so it is not shown again.

(b) A display preference on our Silva AI pages, stored in local storage, which remembers whether you chose light or dark mode.

5. Analytics cookies

5.1 These help us understand how visitors use the site so we can improve it.

(a) Microsoft Clarity: records how visitors move around and interact with pages, including clicks and scrolling, so we can see which content is useful and where pages do not work well. It sets cookies such as _clck and _clsk, which last up to one year. Clarity only runs if you choose "Accept all". Microsoft's privacy statement is at privacy.microsoft.com.

(b) Cloudflare Web Analytics: counts visits and page views in aggregate. It does not use cookies or identify individual visitors.

6. Third-party content

6.1 Some pages include content provided by others, which may set their own cookies under their own policies.

(a) Our contact form is provided by Jotform and appears within the page. Jotform may set cookies to make the form work.

(b) Our newsletter sign-up form sends your details to Brevo, our email marketing provider. How Brevo handles your data is explained in our Privacy Notice.

(c) Fonts on our site are loaded from Google Fonts. Google receives your device's IP address to deliver them but does not set cookies.

7. Changes to this policy

7.1 We review this policy regularly and will update it if the cookies we use change. The current version is always at silvalex.co.uk/cookies.

7.2 If you have a question about this policy, email info@silvalex.co.uk.