

Cookie Policy

Last updated: October 20, 2025

Please read this cookie policy carefully as it contains important information on how we, and certain third parties, use cookies and similar tracking technologies (such as pixel tags) (collectively, “**Tracking Technologies**”) on <https://www.dgesmallanimalvets.com/> (our “Website”) and our services (together the “**Services**”). The Services are operated by Donnington Grove Veterinary Group Limited. (collectively referred to as “**we**”, “**us**” or “**our**”). Our registered business address is The Chocolate Factory, Keynsham, Bristol, England BS31 2AU.

This policy should be read together with our cookie consent mechanism and [Privacy Notice](#) which sets out how and why we collect, store, use and share personal data generally. It also explains your rights in relation to your personal data and details of how to contact us and the supervisory authority if you have a complaint.

We may change this policy from time to time, in which case we will update the “Last Updated” date at the top of this cookies policy.

Throughout our Services we may link to other websites owned and operated by certain trusted third-parties to make additional services available to you. These third-party websites may also use Tracking Technologies in accordance with their own separate policies. For privacy information relating to these other third-party websites, please consult their policies as appropriate.

What Tracking Technologies do we use?

We and our third-party partners deploy the following Tracking Technologies when you use our Services:

- **Cookies:** A cookie is a small text file which is placed onto your device (e.g. computer, smartphone or other electronic device) when you use our Services. These help us to recognise you and your device and store some information about your preferences, consents and or past actions. For example, we may monitor how many times you visit the Services, which pages you go to, traffic data, location data and the originating domain name of your internet service provider. This information helps us to provide more tailored content and improve our Services. Some of this data will be aggregated or statistical, which means that we will not be able to identify you individually.
- **Pixel:** Unlike a cookie which is stored on your device, a pixel is a tiny snippet of code that collects multiple data points over different webpages and sites such as how you browse and what types of ads you click on. This tiny piece of code can be linked to users via a unique identifier. We use pixels as they help us to show you more relevant adverts based on your likes and behaviours. They also help us to measure how successful our marketing programme is, track conversions and build our audience base.
- **Web beacons.** Web beacons are invisible picture files that we use as part of our Services. We use web beacons to see how you interact with our Services and to understand how often you view certain content so that we can make our website more efficient and easier to use.
- **Mobile device IDs.** Mobile device IDs are a unique identifier which can be used to identify a mobile device. We use these to run analytics and ensure our Services are useful to you. Our advertising partners use these to show you ads that are useful to you and also to make sure they don’t show the same ad to you twice.
- **Local storage.** We also use local storage to store data on your device such as the last time you visited a webpage or to welcome you to our site or app.

- **HTML5 local storage.** We occasionally store information locally on your device using HTML5. This allows information to be stored in your browser after the browser has been closed and reopened. We only use HTML5 to store non-sensitive information, such as the previous page you viewed, the name of the current page you are viewing, and some of your preferences. We do use HTML5 local storage to collect personal data from you. You can choose whether the data in HTML5 local storage should be kept beyond your current browser session or deleted. Depending on your browser, you can remove local storage, including HTML5, when clearing your cache and cookies.

In addition to the cookies we use on this website and in our app, we also use Tracking Technologies in some of the emails and push notifications we send you. These enable us to understand whether you have opened the email or push notification and how you have interacted with it. If you have enabled images, Tracking Technologies will be set on your device and will also be set if you click on any link within the email or push notification.

Tracking Technologies can remain on your device for different periods of time. Some exist only while your browser is open and are deleted automatically once you close your browser. Others are “permanent”, meaning that they survive after your browser is closed. They can be used to recognise your device when you open your browser and browse the internet again.

How do we use Tracking Technologies

We use first party and third-party Tracking Technologies. First party Tracking Technologies are set directly by us whereas third-party Tracking Technologies are set by a third-party (such as analytics providers or our advertiser and business partners). You can choose and modify the scope of the Tracking Technologies to which you give your consent by visiting our cookie consent mechanism accessible at the bottom of each page.

We use Tracking Technologies that perform the following functions:

- **Functional Tracking Technologies**

These Tracking Technologies enable the Services to remember choices you make and provide enhanced functionality and personalisation. They may be set by us or by third-party providers whose services we have added to our pages. If you do not allow these Tracking Technologies then some or all of these services may not function properly. The Functional Tracking Technologies we use are set out in the table below.

- **Targeting Tracking Technologies**

These Tracking Technologies may be set through our Services by our advertising partners. They may be used by those companies to build a profile of your interests, deliver a more personalised service, enable us to execute advertising campaigns and show you ads that are relevant to you as well as measuring the effectiveness of advertising campaigns. They are usually placed by our advertisers (for example advertising networks) and provide insights about the people who see and interact with their ads, visit their websites or use their app. A guide to behavioural advertising and online privacy has been produced by the internet advertising industry which can be found at: <http://www.youronlinechoices.eu>. The Targeting Tracking Technologies we use are set out in the table below.

- **Performance Tracking Technologies**

These Tracking Technologies allow us to collect information about your online activity (including the duration of your use of the Services, the number of visits and traffic sources), behavioural data and content engagement so we can measure and improve the performance of our Services. They help us to know which pages are the most and least popular and see

how visitors move around the Services. The Performance Tracking Technologies we use are set out in the table below.

- Strictly Necessary Tracking Technologies

These Tracking Technologies are necessary for the Services to function, to provide the Services to you, or to comply with the law (e.g. security requirements of data protection laws) and cannot be switched off in our systems. We do not need to obtain your consent in order to use these Tracking Technologies. They are usually only set in response to actions made by you which amount to a request for Services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these Tracking Technologies, but some parts of the Services will not work then. The Strictly Necessary Tracking Technologies we use are set out in the table below.

Details of Tracking Technologies

Provider	Tracking Technology Subgroup	Tracking Technology	Description	Tracking Technology used	Lifespan
	EXAMPLE				

Consent to use Tracking Technologies and changing settings

We will ask for your consent to place Tracking Technologies on your device, except where they are essential for us to provide you with a service that you have requested.

You can withdraw any consent to the use of non-essential Tracking Technologies or manage any other Tracking Technology preferences by accessing our cookie consent mechanism accessible at the bottom of each page.

In addition, if you want to disable Tracking Technologies, you can also change your website browser settings to reject Tracking Technologies. How you can do this will depend on the browser you use. Further details on how to disable cookies for the most popular browsers are set out below:

For Microsoft Edge:

1. Open Edge: Launch the Microsoft Edge browser on your computer.
2. Settings: Click on the three dots top-right corner and select "Settings".
3. Go to Cookies and Site Permissions: In the left-hand sidebar, click on "Cookies and site permissions".
4. Disable Cookie Saving: "Cookies and site data" section, toggle the switch for "Allow sites to save and read cookie data" or to block only third-party cookies, make sure the switch for "Allow sites to save and read cookie data (recommended)" is on and select "Block third-party cookies".
5. Restart Edge

For Google Chrome:

1. Choose Settings> Advanced
2. Under "Privacy and security," click "Content settings"

3. Click "Cookies"

For Safari:

1. Choose Preferences > Privacy
2. Click on "Remove all Website Data"

For Firefox:

1. Choose the menu "tools" then "Options"
2. Click on the icon "privacy"
3. Find the menu "cookie" and select the relevant options

For further information about Tracking Technologies and how to disable them please visit <http://www.allaboutcookies.org/>.

If you do change your settings, please be aware that you may lose some of the functionality of our website.

To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>.

How to opt out of online ads

You have the option to opt out of seeing targeted online ads from us and other participating companies by visiting www.youronlinechoices.com. Please note that this list will contain more networks than those used on our Services. Alternatively, you can opt out of certain advertising Tracking Technologies by visiting our cookie consent mechanism accessible at the bottom of each page. Please note that if you opt out it does not mean that you will see less advertising when you use our Services, the only effect is that the advertising will be less relevant to you.

To learn more about the advertising companies we work with and the choices they offer, please take a look at the following resources:

- Digital Advertising Alliance; and;
- European Interactive Digital Advertising Alliance

How to contact us

If you have any questions about this policy or how we use Tracking Technologies, please contact us:

- By email - privacy@ivcevidensia.com
- By post - FAO: Donnington Grove Veterinary Group Limited, The Chocolate Factory, Keynsham, Bristol, BS31 2AU