Cookie Policy – Oakley Dental

Last updated: 26/01/2026

This Cookie Policy explains how **Oakley Dental** ("we", "us", "our") uses cookies and similar tracking technologies when you visit our website **oakleydental.co.uk** and our landing pages (including **newpatients.oakleydental.co.uk**).

By using our website, you agree to the use of cookies in accordance with this policy.

1. What are cookies?

Cookies are small text files placed on your device (computer, tablet or mobile) when you visit a website. They help the website remember information about your visit, such as your preferences and whether you have seen certain content.

2. Why we use cookies

We use cookies to:

- Improve your website experience
- Analyse website performance
- Track marketing campaigns
- Measure and track phone call enquiries via Mediahawk

3. Types of cookies we use

a) Strictly necessary cookies

These cookies are essential for the website to function correctly. They cannot be turned off in our system and are usually only set in response to actions you make, such as accepting cookies or filling in forms.

Examples include:

- Cookie consent settings
- Security and authentication

b) Performance cookies

These cookies collect information about how visitors use the website, such as which pages are visited most often.
We use this information to improve how the website works.

Example:

- **Google Analytics**

c) Functional cookies

These cookies allow the website to remember choices you make (such as your preferences).

d) Targeting/Advertising cookies

These cookies are used to deliver relevant advertising to you and measure the effectiveness of advertising campaigns.

Examples include:

- **Google Ads tracking cookies**
- **Mediahawk call tracking cookies**

4. Third-party cookies

We may use third-party services that may set cookies on your device, including:

Google Analytics

Google Analytics helps us understand how visitors use our website so we can improve it.

Google Ads

Google Ads tracks visits from our advertising campaigns and helps measure the success of our ads.

Mediahawk

Mediahawk tracks phone calls made from the website, including those from Google Ads, so we can measure conversions.

These third parties may collect information about your online activity over time and across different websites.

5. Managing cookies

You can manage or delete cookies through your browser settings at any time. You can also manage cookie preferences via the cookie banner on our website.

For more information about managing cookies, visit:

- www.aboutcookies.org
- www.allaboutcookies.org

6. Changes to this policy

We may update this Cookie Policy from time to time. Any changes will be posted on this page.

7. Contact us

If you have any questions about this policy, please contact us on our main phone number: **01617730111**