

Loves Football – Cookie Policy

Last updated: June 2026

This Cookie Policy explains what cookies are, how Loves Football uses them on www.lovesfootball.com, and how you can control them. 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 website work properly, remember your preferences, and provide information to the website owner about how the site is being used.

2 – What Cookies Do We Use?

We use the following categories of cookies:

a) Strictly Necessary Cookies

These cookies are essential for our website to function and cannot be switched off. They do not store any personally identifiable information. Examples include cookies that remember your cookie consent preferences.

b) Analytics Cookies

We use Google Analytics to understand how visitors use our website — for example, which pages are visited most and how people navigate the site. This helps us improve the website and our services. Google Analytics uses cookies to collect this information anonymously.

- Provider: Google LLC
- Cookie names: `_ga`, `_ga_*`, `_gid`, `_gat`
- Duration: Up to 2 years

c) Marketing & Advertising Cookies

Where enabled, we use the Meta (Facebook) Pixel to measure the performance of our advertising and to help us reach relevant audiences. These cookies may track your activity across websites.

- Provider: Meta Platforms, Inc.
- Cookie names: `_fbp`, `_fbc`
- Duration: Up to 90 days

d) Functional Cookies

These cookies allow the website to remember choices you make (such as your region or language) and provide enhanced, more personal features. They may be set by us or by third-party providers whose services we have added to our pages, such as our booking system (EnrolMy) or embedded forms.

3 – Third-Party Cookies

Some cookies on our website are set by third parties. We do not control these cookies. The third parties who may set cookies include:

- Google (Analytics and Ads)
- Meta/Facebook (Pixel)
- EnrolMy (booking system)
- GoHighLevel (CRM and marketing platform)

4 – Your Consent

When you first visit our website, you will be shown a cookie banner asking for your consent to non-essential cookies. You can choose to accept all cookies, reject non-essential cookies, or manage your preferences. Strictly necessary cookies do not require your consent as they are essential to the operation of the website.

5 – How to Control or Delete Cookies

You can control and manage cookies in several ways:

- **Browser settings:** Most browsers allow you to refuse or delete cookies. Please refer to your browser's help section for instructions. Note that disabling cookies may affect the functionality of our website.
- **Google Analytics opt-out:** You can install the Google Analytics opt-out browser add-on at <https://tools.google.com/dlpage/gaoptout>
- **Meta Pixel opt-out:** You can manage your Meta ad preferences at <https://www.facebook.com/ads/preferences>

6 – Changes to This Policy

We may update this Cookie Policy from time to time. The latest version will always be available on our website with the updated date at the top.

7 – Contact Us

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

- Email: hello@lovesfootball.com
- Website: www.lovesfootball.com
- Phone: 0121 405 1612