

Cepheus Pay Cookies Policy

Fintech Valley Ltd, trading as Cepheus Pay – cepheus-pay.co.uk

Last updated: July 2026

1. Who we are and what this policy covers

This Cookies Policy explains how Fintech Valley Ltd, trading as Cepheus Pay (“we”, “us”, “our”), uses cookies and similar technologies on cepheus-pay.co.uk and related pages we operate for our clients. It should be read together with our Privacy Policy, which explains how we process personal data more generally.

2. The legal framework

Our use of cookies and similar technologies is governed by the Privacy and Electronic Communications Regulations 2003 (PECR), as amended by the Data (Use and Access) Act 2025, together with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

3. What are cookies and similar technologies?

Cookies are small text files placed on your device when you visit a website. They allow the website to recognise your device, remember your preferences and support functions such as secure login and web analytics. This policy also covers similar technologies that store or access information on your device, including tags, scripts and local storage, which we treat in the same way as cookies.

4. How we use cookies

Strictly necessary cookies.

These cookies are essential for the website to function – supporting security, page navigation and access to secure areas. The law does not require consent for these cookies, and they cannot be switched off.

Statistics (analytics) cookies.

We use analytics cookies solely to collect statistical information about how our website is used, with a view to improving it – for example, which pages are visited, how long visits last and which browsers are used. In line with the statistical purposes exception under PECR (as amended by the Data (Use and Access) Act 2025), these cookies operate without prior consent. You can object to them at any time, simply and free of charge, through the Cookie Settings link available on every

page; if you object, we stop the storage and access immediately. The information collected is aggregated for reporting purposes and is not used for advertising.

Preferences (functionality) cookies.

These cookies remember choices you have made – such as your language or region – so that your experience feels more personalised when you return. They adapt the website to your preferences and operate on the same basis as our statistics cookies: no prior consent is required, and you may object at any time through Cookie Settings.

Marketing (advertising) cookies.

Where we, or a limited number of trusted advertising partners, use cookies to show you relevant advertising on other platforms, to limit how often you see an advertisement or to measure our campaigns, we do so only with your prior consent, given through our cookie banner. You can withdraw that consent at any time, as easily as you gave it, through Cookie Settings.

5. Managing your choices

A Cookie Settings link is available on every page of our website. From there you can object to statistics and preferences cookies and give or withdraw consent for marketing cookies at any time. You can also control cookies through your browser settings, although blocking strictly necessary cookies may affect how the website functions. We designed this approach to keep your browsing uninterrupted while keeping you in full control.

6. Third-party content and social media

Our website contains links to our pages on LinkedIn, Facebook and X. If you follow these links, the relevant platform may set its own cookies on your device. We do not control these cookies, and we encourage you to review the cookie and privacy policies of those platforms.

7. Cookies we set

Cookie / technology	Provider	Category	Purpose	Duration
Google Tag Manager (GTM-547N2JCX)	Google	Statistics	Loads and manages our measurement tags; does not itself store advertising identifiers	Session

_ga	Google Analytics	Statistics	Distinguishes visitors to produce aggregate usage statistics	2 years
ga*	Google Analytics	Statistics	Maintains session state for aggregate usage statistics	2 years
Preference storage	Cepheus Pay	Preferences	Remembers settings such as language or region	12 months
Security / session cookies	Cepheus Pay	Strictly necessary	Supports secure login, navigation and fraud prevention	Session

8. Your rights and how to complain

Where cookies involve the processing of your personal data, you have rights under the UK GDPR, including the rights of access, rectification, erasure and objection. These rights, and how to exercise them, are described in our Privacy Policy. If you have a concern about our use of cookies, please contact us first so that we can help. You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) at ico.org.uk.

9. Changes to this policy

We may update this Cookies Policy from time to time, for example to reflect changes in the law, in regulatory guidance or in the technologies we use. The current version, with its effective date, will always be available on this page.

10. How to contact us

If you have any questions about this Cookies Policy or about how we use cookies, please contact us at privacy@cepheus-pay.co.uk.

Fintech Valley Ltd, trading as Cepheus Pay, is a Private Limited Company incorporated under the Companies Act 2006 by the Registrar of Companies for England and Wales (Company Number 11456625), 960 Capability Green, Luton, Bedfordshire, United Kingdom, LU1 3PE, and is authorised by the Financial Conduct Authority under the Electronic Money Regulations 2011 for the issuing of electronic money and provision of payment services (Firm Reference Number 900986). Cepheus Pay is not a bank.