Cookie Policy

START UP Firefighter Performance

Version 1.1 | Updated 10 October 2026

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This policy explains how our website uses cookies and similar technologies, why they are used and how you can control optional tracking. You can reject optional cookies and change your choices later through the website cookie settings.

1 About this policy

Jack Burman, trading as START UP Firefighter Performance, operates firefighterperformance.co.uk. In this policy, “we”, “us” and “our” mean START UP Firefighter Performance. Jack Burman is the controller of personal information processed for our business purposes.

This policy covers technologies used on our website, including embedded content. Read it alongside our Privacy Policy and the service information in the website consent interface. When you follow a link to another website, that organisation’s cookie and privacy information applies to its own website.

2 What cookies are

Cookies are small text files stored on your computer, phone or other device. Session cookies normally expire when the browsing session ends. Persistent cookies remain until their expiry date or until you delete them. First-party cookies relate to our website domain; third-party cookies relate to another provider’s domain.

Similar technologies include pixels, scripts, tags, local storage and online identifiers that store information on, or access information from, your device. In this policy, “cookies” includes these technologies where relevant. A service described as cookieless can still involve device access or personal-information processing.

3 Your cookie choices

Our Wix website uses Usercentrics for consent management. The consent interface lets you accept optional services, reject optional services or choose which optional categories or services to allow. Essential technologies remain active. Continuing to browse, scrolling or closing the banner does not amount to consent.

Use the website cookie-preference controls to reopen the settings, change your selections and save your choices. Your preference applies to the browser and device you use. A different browser or device, or deleting consent storage, may require a new choice. Contact us if you cannot access the controls.

4 Cookie categories and consent

The category labels in the consent interface explain the purpose of each service. We distinguish necessary operation from optional functions, website statistics and advertising. Optional services are subject to your consent choices.

Category	Purpose and choice
Essential	Necessary website security, sessions, delivery of a requested service and remembering cookie preferences. These remain active where the relevant legal exception applies.
Functional	Optional third-party content or features, such as mapping and review widgets, where their device access requires consent. Rejecting them may prevent that feature from appearing.
Analytics	Optional measurement of visits, pages and interactions to understand and improve website use, including Google Analytics where enabled.
Marketing	Optional advertising measurement, conversion reporting, audience creation and personalised advertising through enabled advertising services.

A technology is not essential simply because it benefits our business. Optional analytics and advertising must not be treated as essential security or consent-management functions. If one service serves several purposes, the necessary choices must cover its optional purposes before those functions are used.

5 The rules we follow

The Privacy and Electronic Communications Regulations 2003, as amended, govern storing information on or accessing information from your device. The UK GDPR and Data Protection Act 2018 also apply where personal information is processed.

We use a legal exception only where its conditions are met, including strictly necessary functions or transmission of a communication. Our policy is to seek consent for optional Functional, Analytics and Marketing tracking, rather than assume that a limited statistical or appearance exception covers a service.

For optional tracking involving personal information, we ordinarily rely on consent. Necessary operational and security processing relies on legitimate interests in providing and protecting the website, or a legal obligation where applicable. These data-protection bases do not replace any consent required for device storage or access.

Cookie consent is separate from joining our mailing list, accepting coaching terms, consenting to health-data processing or agreeing to a recorded call. Rejecting optional cookies does not prevent ordinary access to public website information.

6 Website services and providers

The following services are covered where the relevant integration or feature is enabled. The consent interface provides service-specific choices and details. Inclusion here does not mean every service runs on every page or that you receive every cookie.

Provider or service	Use on our website
Wix	Website hosting, page delivery, security, sessions and necessary platform operation. Optional Wix measurement is subject to the relevant choice.
Usercentrics for Wix	Displays the consent interface, stores preferences and records evidence of your cookie choices.
Google Analytics	Measures website traffic, visits, pages and interactions through the enabled analytics configuration.
Google advertising	Google Ads or other enabled advertising tags measure conversions or support advertising. Google AdSense or Ad Manager functions, if enabled, also fall within this category.
Google Maps or Reviews	Provides embedded Google content where enabled. Optional tracking or advertising associated with an embed requires the relevant consent.
Trustmary	Displays our Google Reviews widget. Trustmary has confirmed that the widget sets visitor cookies; its optional device access is subject to consent.
Meta Pixel	Measures selected website events and advertising performance and supports advertising audiences where enabled.
TikTok Pixel	Measures selected website events, attribution and advertising performance and supports advertising where enabled.
Microsoft UET	Microsoft Advertising Universal Event Tracking measures website actions, conversions and advertising performance where enabled.

We do not use affiliate tracking. Our Fathom meeting-recording and transcription service is described in the Privacy Policy and is separate from the website cookie choices.

7 Information these services may receive

Depending on the service and your choices, providers may receive an IP address, cookie or device identifiers, browser and device details, page address, referrer, visit time and selected interaction or conversion events. Advertising providers may connect these events with their own identifiers or account information. We do not use client health information for advertising audiences or unrelated marketing.

The macro calculator uses inputs temporarily to display your calculation. We do not save those inputs or results or send them to another service. Ordinary website security and consent processing may still occur on that page.

8 Wix cookies and consent storage

This table describes standard Wix platform cookies that may be used. It is a reference to provider-published functions and lifetimes, rather than a statement that every cookie is set during every visit. Actual use depends on the website features and your browser.

Cookie or technology	Published purpose	Typical lifetime
XSRF-TOKEN	Protects website calls against fraud.	Session
hs	Legacy Wix Hive security.	Session
svSession and wixSession	Core security, stability and website operation.	12 months
SSR-caching	Supports page rendering and performance.	24 hours
TS*	Detects attacks.	Session
bSession	Measures platform effectiveness and operation.	24 hours
fedops.logger.sessionId	Records session errors and resilience issues.	12 months
_wixAB3|*	Supports Wix platform experiments.	6 months
server-session-bind and client-session-bind	Protects platform API calls.	Session
oAuthState	Session identification.	Session
sec-fetch-unsupported	Indicates browser limitations relevant to security.	Session
Usercentrics consent storage	Remembers choices and supports evidence of consent or refusal.	See Cookie settings

Wix describes these platform cookies as essential. The applicable exception depends on their actual purpose on our website. We do not extend that description to optional tracking added through applications, advertising integrations or custom code.

"Session" describes browser-session storage. Browser behaviour may affect when a session ends. Published persistent-cookie periods may also be shortened by browser privacy controls.

Usercentrics consent records are retained for 12 months. This record-retention period is separate from the lifetime of a particular preference cookie or local-storage entry. The consent interface identifies the relevant storage details.

Wix cookie information

9 Optional cookies and service details

Your choices determine which optional technologies can be used. Open the service details in Cookie settings for the cookie names, providers, purposes and lifetimes applicable to the enabled service. Provider changes and browser restrictions can affect technical names and durations.

Service or cookie	Purpose	Lifetime information
Google Analytics _ga	Distinguishes browsers for analytics.	Google default: 2 years
Google Analytics _ga_<container-id>	Maintains analytics session state.	Google default: 2 years
Google advertising cookies and tags	Advertising, conversion measurement and attribution, according to the enabled product.	See Google service details in Cookie settings
Meta Pixel cookies and identifiers	Advertising events, measurement and audience functions where enabled.	See Meta service details in Cookie settings
TikTok Pixel cookies and identifiers	Advertising events, measurement and attribution where enabled.	See TikTok service details in Cookie settings
Microsoft UET cookies and identifiers	Advertising events, conversion measurement and attribution where enabled.	See Microsoft service details in Cookie settings
Google embedded-content technologies	Provides enabled mapping or review content; additional purposes depend on the service.	See Google embed details in Cookie settings
Trustmary widget cookies	Supports the enabled Google Reviews widget and its disclosed optional functions.	See Trustmary service details in Cookie settings

The Google Analytics periods above are provider defaults. Our settings or your browser may shorten them. Cookies used for advertising are governed by the marketing choice even where an advertising product is linked to Analytics.

A request to an external domain is not automatically a cookie. The relevant question is whether the service stores information on, or accesses information from, your device and for what purpose. Conversely, disabling cookies alone does not necessarily prevent a tag from transmitting information.

Some embedded content may be unavailable until you permit the relevant service. An ordinary link to another website does not itself authorise optional tracking on our website. Once you leave our site, review the other provider's own controls and notices.

Google Analytics cookie information

10 Retention and international processing

Google Analytics event-data retention is set to two months and user-data retention to 14 months. Reset on new activity is enabled, so a new event renews the retention period for that user's identifier. These settings are separate from cookie expiry and do not determine the lifetime of all aggregated reports.

Providers may process information outside the United Kingdom. Our Privacy Policy explains relevant provider roles and international-transfer arrangements. Where a restricted transfer of personal information occurs, an applicable lawful transfer mechanism is required. A cookie-consent choice does not itself replace that requirement.

Some advertising providers also use information for their own purposes. Microsoft collects or receives personal information to provide Microsoft Advertising and also uses it for its own purposes. Meta and TikTok have joint-controller roles for specified collection and transmission activities and separate roles for subsequent processing. Our Privacy Policy explains the relevant arrangements and rights routes.

11 Changing choices and deleting cookies

You can withdraw optional consent by reopening the website cookie preferences and saving your revised choices. Withdrawal stops future consent-based use of the affected optional services. It does not make earlier lawful processing unlawful or automatically erase information already collected.

You can also delete stored cookies or restrict them through your browser. Some third-party cookies already placed may need to be removed through the browser or the provider's own privacy controls. Blocking essential storage can affect website functions or prevent your preference being remembered. Browser controls do not replace the website choices for other tracking technologies.

If you want us to consider deletion of personal information already collected, contact us. We will assess your request under applicable data-protection law and explain any lawful reason for retaining limited information.

12 Contact complaints and policy updates

For cookie questions, difficulty accessing settings or privacy requests, email startup@firefighterperformance.co.uk or write to Jack Burman, START UP Firefighter Performance, 8 Lutley Drive, Stourbridge, DY9 0YQ, United Kingdom.

You may complain to the Information Commissioner's Office at ico.org.uk/make-a-complaint/. You do not have to contact us first, although we welcome the opportunity to resolve a concern.

We review this policy at least annually and when providers, purposes or website technologies materially change. If a new optional use is outside your existing consent, we will explain it and seek fresh consent before introducing that use. Next scheduled review: October 2027, or earlier if the website changes.

ICO cookie and similar technology guidance

Google privacy information

Meta privacy information

TikTok privacy information

Microsoft privacy information

Trustmary privacy information