

COOKIE POLICY

Effective Date: 08th May 2025

Business: The Happy Reef Ltd, Unit 8 Stour Valley Business Park, Chartham, Kent, CT4 7HF

This Cookie Policy explains how The Happy Reef Ltd (“we”, “us”, “our”) uses cookies and similar technologies on our website. By using our website, you consent to the use of cookies as described in this policy.

1. What Are Cookies?

Cookies are small text files stored on your device when you visit a website. They help the site function properly, improve security, remember your preferences and provide anonymous analytics data.

2. Types of Cookies We Use

Essential Cookies

Required for core website functions, including security, checkout, account login and page navigation. These cannot be disabled.

Performance & Analytics Cookies

Used to understand how visitors use our website. This helps us improve layout, product pages and site performance. Data collected is anonymous.

Functionality Cookies

Used to remember choices you make, such as saved items, store preferences and account settings.

Marketing Cookies

Used (where consent is given) to measure the effectiveness of marketing activity, such as Facebook or Google remarketing tags. These help us reach customers interested in reef supplies, corals and marine fish.

3. Third-Party Cookies

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

- Payment processors
- Analytics tools (such as Google Analytics)
- Advertising platforms (e.g., Meta/Facebook Pixel)
- Website hosting and performance tools

These providers may collect anonymous usage data to support their own services.

4. Managing Cookies

Visitors can manage or disable cookies through their browser settings.

Blocking essential cookies may affect the functionality of our website, including checkout, account login and livestock order processing.

5. Consent

When you first visit our website, you may be asked to accept or manage cookie preferences. By continuing to use the site, you consent to the use of cookies in accordance with this policy.

6. How We Use Cookie Data

We use cookie data to:

- Operate the website securely
- Improve user experience
- Analyse performance and visitor behaviour
- Support marketing relevant to reef aquariums, corals and marine livestock
- Ensure smooth checkout and customer account functionality

We do not use cookies to store sensitive personal information.

7. Changes to This Policy

We may update this Cookie Policy occasionally. Updates take effect once posted on the website.

8. Contact

For questions about this policy:

Email: shop@thehappyreef.com

Address: The Happy Reef Ltd, Unit 8 Stour Valley Business Park, Chartham, Kent, CT4 7HF