



Cookie Policy

Effective from July 2025

What are Cookies?

Cookies are small text files which are sent to your device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognizes that cookie. Cookies act as a memory for a website, allowing that website to remember your device on your return visits. Cookies can be 'Persistent' or 'Session' cookies. Persistent Cookies remain on your personal computer or mobile device when you go offline, while session cookies are deleted as soon as you close your web-browser. Cookies can also remember your preferences, improve the user experience as well as tailor the content and advertisements you see to those most relevant to you.

Sites may use first and/or third party "browser" or "HTTP" cookies, which are unique text files that may be used for data analysis and enable a site to tailor information for the visitor. Browser cookies may be used to personalize the user's experience on a site, to remember a user when the user registers for products or services, for prevention of fraud or to track visits to a site. Sites may also use "web beacons" (also referred to as pixel tags, clear gifs or other terms) or similar technologies to collect information such as how long a visitor remains on a particular page.

Use of Cookies by Wise

We use first-party cookies (Cookies set by Wise Investment Limited) and third-party cookies (cookies set by other providers, e.g. analytics providers such as Google, Zoho PageSense and YouTube). There are two types of cookies: Strictly Necessary Cookies and Non-essential cookies.

Strictly Necessary Cookies: Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies. We are not required to ask for your consent to place necessary cookies on your device.

Non-essential cookies: Non-essential cookies (such as the ones listed above) have a range of functions, from allowing the website owner to understand how users are moving around and using their website (Statistical) to third-party cookies which look to build a profile of individuals that can inform their online marketing decisions (Marketing). Non-essential cookies require the user to 'opt-in' to accept the cookie onto their device.

Like many websites, Wise uses cookies to provide you with a better user experience. Specifically, we use cookies for Google Analytics, Zoho PageSense and YouTube. Google Analytics helps us understand how people use our website so that we can continually improve it and provide you with a better browsing experience. Zoho PageSense provides us with data to help understand what content is most attractive to users so we can tailor our communications to better suit your preferences and YouTube helps us personalise any video content we might deliver through our website.

As cookies provide information about individuals' usage of the website, the information gathered may identify you as the same individual, even if we do not know your name, we can identify location, IP address and device information. As such, we make sure you have a choice about the cookies that are placed on your device for either our statistical or remarketing purposes. All information gathered is pseudonymized, unless you willingly pass your details to us by registering or submitting our contact form.

Third Party Cookies

We do not share your data gathered from cookies with other organisations or persons, unless we have detailed that we do so in this policy or have your express permission to do so (through accepting cookies via our Cookie Management Tool), or under special circumstances, for example if required to do so by law.






When you visit our website, we may use third-party services, Google Analytics, Zoho PageSense and YouTube to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow these services to make, any attempt to find out the identities of those visiting our website.

We are committed to ensuring that your personal information is kept secure. To prevent unauthorised access or disclosure, we have in place suitable physical, electronic and departmental procedures to protect the information that we collect from you.

Cookie Management

On your first visit to our website, you will be presented with our Cookie Management Tool, which allows you to choose which cookies you allow us to place on your device. If you want more information about the cookies set, you can find out more by clicking through the relevant links. You can always review your choices and review the current cookies in use on the website by clicking on the 'CookieBot' black icon in the bottom left corner of each webpage at any time.

You can also disable cookies by changing your website browser settings to reject them across all websites that you visit, rather than just managing it on a site-by-site basis. How you do this will depend on the browser you use. If you'd like to delete cookies or instruct your web browser to delete or refuse Cookies, please visit the help pages of your web browser.

-  For the Chrome web browser, please visit [this page](#) from Google:
-  For the Internet Explorer web browser, please visit [this page](#) from Microsoft:
-  For the Microsoft Edge web browser, please visit [this page](#) from Microsoft:
-  For the Firefox web browser, please visit [this page](#) from Mozilla:
-  For the Safari web browser, please visit [this page](#) from Apple:

To find out more about specific cookies, who places them and their purposes, visit www.cookieatabase.org.

Access to Your Personal Information

Under GDPR, you have the right to view, amend or delete the personal information that we hold on you. If you wish to exercise these rights, please contact us either by post by writing to:

The Compliance Officer Wise
Investments Limited
The Great Barn
Chalford Park Barns
Oxford Road
Chipping Norton
Oxfordshire
OX7 5QR

or email us at wise@wiseinvestment.co.uk

We may change this Cookie Policy from time to time. Therefore, we may ask you to check this Cookie Policy occasionally to ensure that you are aware of the most recent version. We will notify you of any changes where we are required to do so. **The latest version will always be available on the Wise Investment website www.wiseinvestment.co.uk**

REGISTERED OFFICE

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