

## Google Analytics & Advertising

We use Google Analytics and Google Ads to help understand how users interact with our website and to improve our advertising efforts. These services may collect non-identifiable data about your visit (such as pages viewed, time spent, or referring source) and may associate this with anonymised or hashed personal data you submit, such as your email address or phone number.

This information helps us:

- Measure ad performance and website activity
- Understand user behaviour across sessions and devices
- Serve more relevant ads via Google Ads

We do not store or share personally identifiable information without your consent. All user data is handled in accordance with [Google's Advertising Features Policy](#) and our commitment to privacy.

You can opt out of Google Analytics tracking and ad personalisation via:

- [Google Ad Settings](#)
- [Google Analytics Opt-Out](#)