

Cookie Policy

Effective 1 August 2026 | Last updated 1 August 2026

The cookies and tags we run, why each one exists, and how to switch analytics and advertising on or off.

Short version: essential cookies always run so the site and sign-in work. Google Analytics and our Google Ads / Meta advertising tags stay in a denied, cookieless mode until you allow them, and you can change analytics and advertising independently on the Cookie Settings page at any time.

1. What cookies we use

Cookies and similar browser storage let this website remember your choices and let us measure which pages and campaigns bring genuine enquiries. We group them into three categories:

- Essential — needed for the site and our staff portal to work: session and sign-in cookies, security tokens, your cookie choice itself, and the campaign attribution stored for your visit. These always run; the site cannot function without them.
- Analytics — Google Analytics 4 (measurement ID G-CEK35V9QB0). Tells us page views, journeys and which localities and configurations get attention. Runs only after you allow analytics.
- Advertising — Google Ads (AW-18233009337) and the Meta (Facebook) pixel. Used to measure ad conversions such as brochure downloads and enquiry submissions, and to build audiences for our campaigns. Runs only after you allow advertising.

2. Consent mode and the default state

Before you decide, every analytics and advertising storage type is set to denied using Google consent mode v2. The tags still load but send cookieless pings only — no advertising identifiers are set and nothing is written to your device for measurement purposes.

When you accept, we update consent for analytics_storage, ad_storage, ad_user_data and ad_personalization to match your choice. Your decision is stored in your browser's local storage (keys ue_consent_v1 and ue_consent_prefs_v1) and re-applied on every page load.

3. Managing your choice

You can accept or decline in the banner shown on your first visit, and change your mind at any time on our Cookie Settings page (urbanearthrealty.com/cookie-settings), where analytics and advertising can be allowed separately. Clearing your browser storage resets you to the denied-by-default state and the banner reappears.

Browser-level controls also apply: blocking cookies or using private browsing prevents both storage and the stored consent choice, so the banner will show again on each visit.

4. Third parties and retention

Google and Meta act as our measurement and advertising providers for the categories above and process the data under their own policies. Analytics identifiers are retained by Google for the retention period configured on our GA4 property; advertising identifiers follow the platform's conversion-window settings. We do not sell cookie data and do not use cookies to profile you outside campaign measurement.

5. Enquiry data is separate

Cookies are only about browsing measurement. What you type into an enquiry form — name, phone, email, budget, requirement — is handled as described in our Privacy Policy and is stored in our role-restricted internal portal, regardless of your cookie choice.

6. Contact

Cookie or tracking questions: hello@urbanearthrealty.com, or call +91 8310402657 during Monday - Sunday: 9:00 AM - 8:00 PM (IST).

Contact

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Companion document: Privacy Policy (urbanearthrealty.com/privacy-policy)