



Nexgen Development Software Limited

Registered in England & Wales

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Cookie Policy

Last Updated 27th July 2026

1. Introduction

This Cookie Policy explains how Nexgen Development Software Limited ("Nexgen", "we", "our" or "us") uses cookies and similar technologies when you visit our website.

Cookies help us provide a secure, reliable and user-friendly experience. They also allow us to understand how visitors use our website so that we can continue to improve our products, services and online experience.

This Cookie Policy explains:

- what cookies are;
- the types of cookies we use;
- why we use them;
- how you can manage your cookie preferences; and
- where you can find further information.

For information about how we collect and use personal information, please refer to our Privacy Policy.

2. What Are Cookies?

Cookies are small text files that are stored on your computer, tablet or mobile device when you visit a website.

They help websites function efficiently, remember your preferences, improve security and provide information about how visitors use a website. Cookies enable us to deliver a reliable, secure and user-friendly experience while helping us continually improve our website and services.

Some cookies are essential for the website to operate correctly, while others help us understand website performance, remember your preferences or measure the effectiveness of our marketing and improve the services we provide.

The Nexgen website may use the following categories of cookies:

- **Essential Cookies** – Required for the operation, security and core functionality of our website.
- **Functional Cookies** – Remember your preferences and improve your browsing experience.

- **Analytics Cookies** – Help us understand how visitors use our website. These may include services such as **Google Analytics 4 (GA4)** and **Microsoft Clarity**, allowing us to improve website performance and user experience.
- **Tag Management Cookies** – We may use **Google Tag Manager** to manage analytics and website tracking technologies efficiently.
- **CRM and Marketing Platform Cookies** – We may use **HubSpot** to help us manage customer enquiries, marketing communications and website interactions.
- **Marketing Cookies** – Used to measure the effectiveness of advertising campaigns and personalise marketing content where applicable. These cookies will only be used where appropriate and, where required, with your consent.

Most web browsers automatically accept cookies, but you can choose to accept, reject or manage cookies through your browser settings or through our cookie preference centre. Please note that disabling certain cookies may affect the functionality of our website.

3. Types of Cookies We Use

We use different categories of cookies for different purposes. Some cookies are essential for the operation of our website, while others help us improve your experience and understand how our website is used.

Essential Cookies

Essential cookies are required for the website to function correctly. They support core functionality such as security, page navigation, session management and remembering your cookie preferences.

These cookies cannot be disabled through our cookie preference centre because the website cannot operate properly without them.

Functional Cookies

Functional cookies remember choices you make when using our website, such as your cookie preferences or other settings, helping to provide a more personalised experience.

Analytics Cookies

Analytics cookies help us understand how visitors interact with our website. They collect anonymous information about website traffic, popular pages and visitor behaviour, enabling us to improve the performance, usability and content of our website.

We use services including:

- Google Analytics 4 (GA4)
- Microsoft Clarity

Tag Management Cookies

We may use Google Tag Manager to manage and deploy website tags efficiently. Google Tag Manager does not itself collect personal information but may load other services that do.

CRM and Marketing Platform Cookies

We may use HubSpot cookies to help manage website enquiries, marketing communications and customer relationships. These cookies help us understand how visitors interact with our website and improve our communications.

Marketing Cookies

Marketing cookies may be used to measure the effectiveness of advertising campaigns and deliver relevant content.

These cookies will only be placed on your device where you have provided your consent.

4. Cookies Used on Our Website

The table below provides examples of the types of cookies that may be used on the Nexgen website.

Cookie Category	Purpose	Example Provider
Essential	Website security, session management and cookie preferences	Nexgen Website

Functional	Remember user preferences and improve usability	Nexgen Website
Analytics	Website performance and visitor insights	Google Analytics 4
User Behaviour Analytics	Heatmaps and session recordings to improve website usability	Microsoft Clarity
Tag Management	Management of analytics and website tags	Google Tag Manager
CRM & Marketing	Website enquiries, forms and marketing activity	HubSpot
Marketing	Advertising effectiveness and campaign measurement (if enabled)	Google Ads, LinkedIn Insight Tag (where enabled)

Note: The cookies used on our website may change as our website and services evolve. This table is intended as a summary of the categories of cookies we use. A detailed and up-to-date list of cookies can be viewed through our Cookie Preference Centre.

5. Managing Your Cookie Preferences

When you first visit the Nexgen website, you will be presented with a cookie banner that allows you to choose which categories of cookies you wish to accept.

You can:

- Accept all cookies;
- Reject all non-essential cookies; or
- Manage your cookie preferences by selecting the categories of cookies you wish to allow.

You can change or withdraw your cookie preferences at any time by selecting the **Cookie Preferences** link available on our website.

Please note that disabling certain cookies may affect the functionality and performance of some areas of our website.

You can also control cookies through your web browser settings. Most browsers allow you to:

- view stored cookies;
- delete cookies;
- block cookies from specific websites; or
- block all cookies.

For further information about managing cookies in your browser, please refer to your browser provider's help documentation.

If you previously accepted non-essential cookies, you can withdraw your consent at any time through our Cookie Preferences centre.

6. Third-Party Cookies

Some features of our website may rely on trusted third-party services.

These third parties may place cookies on your device when you use our website. Such cookies are governed by the privacy and cookie policies of the relevant third-party provider.

Examples of third-party services we may use include:

- **Google Analytics 4** – to help us understand website traffic and visitor behaviour.
- **Microsoft Clarity** – to help us analyse website usability through anonymised heatmaps and session recordings.
- **Google Tag Manager** – to manage analytics and website tracking technologies.
- **HubSpot** – to manage website enquiries, marketing communications and customer relationships.

Where required by law, these cookies will only be placed on your device after you have provided your consent.

We encourage you to review the privacy and cookie policies of these providers for further information.

7. Changes to this Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in legislation, regulatory guidance, website functionality or the technologies we use.

Where we make significant changes, we will update the "**Last Updated**" date at the top of this policy. We encourage you to review this Cookie Policy periodically to stay informed about how we use cookies and similar technologies.

8. Contact Us

If you have any questions about this Cookie Policy or how cookies are used on our website, please contact us:

Nexgen Development Software Limited

Email: support@nexgen-development.co.uk

If your enquiry relates to how we collect, use or protect your personal information, please refer to our Privacy Policy or contact us using the details above.

Our Commitment to Transparency

Nexgen is committed to being transparent about how we use cookies and similar technologies. We only use cookies that are necessary to operate our website or that help us improve the experience we provide to our visitors and customers.

Where your consent is required, you remain in control of your cookie preferences and can change them at any time through our Cookie Preferences centre.