

Cookies

Our website uses cookies to distinguish you from other users of our website. A cookie is a small file of letters and numbers that we put on your computer. Cookies contain information that is transferred to your computer's hard drive.

We use cookies for a small number of purposes: to recognise and count the number of visitors and see how they move around the site so we can improve it (analytical cookies); to remember your progress through our online quote calculator, mortgage calculators and live chat tool so you do not have to start again (functional cookies); to protect our contact and quote forms from spam (a security cookie); and, where you have accepted them, to measure and improve our online advertising (advertising cookies).

You can find more information about the individual cookies we use and the purposes for which we use them in the tables below.

Strictly necessary

Name	Provider	Expiration	Description
elementor, e_globals, e_kit-elements-defaults	Forever Home Mortgages (via our website software, Elementor)	Persistent	Used to remember that you have seen and closed our cookie notice, and to store basic website display settings.

Analytical

Name	Provider	Expiration	Description
_ga	Google Analytics	2 years	Used to distinguish users.
ga<container id>	Google Analytics	2 years	Used to persist session state, e.g. session count and duration.
_gid	Google Analytics	24 hours	Used to distinguish users on a shorter, daily basis.

Advertising

Name	Provider	Expiration	Description
_gcl_au / _gcl_ls	Google Ads	90 days	Used to store and pass information about ad clicks so that a website enquiry can be linked back to the advert that generated it.
test_cookie, IDE, NID and similar	Google / DoubleClick	Up to 13 months	Used for online advertising, to limit how often you see an advert, and to measure the performance of our advertising campaigns.
Call tracking script	Google Ads (website call tracking)	Session	Used to display a tracking phone number so we can see which advert or web page a call came from.

Functional

Name	Provider	Expiration	Description
mqBrowserId, mq/quote/..., mq/chat/..., mq/calculators/...	Mortgage Quote (our quote calculator and live chat provider)	Persistent	Used to remember your progress through our online quote calculator, mortgage calculators and live chat widget.

Name	Provider	Expiration	Description
_grecaptcha	Google reCAPTCHA	Up to 6 months	Used to distinguish humans from bots and protect our contact and quote forms from spam.

These cookies do not record any personally identifiable information (PII).

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. Advertising and analytical cookies are only set once you have accepted cookies via the notice on our website. However, if you use your browser settings to block all cookies, including essential ones, you may not be able to access all or parts of our site – including our live chat and instant quote tools.

CHANGES TO OUR PRIVACY & COOKIES POLICY

Any changes we may make to our privacy and cookies policy in the future will be posted on this page and, where appropriate, notified to you by email. Please check back frequently to see any updates or changes to our Privacy and Cookies Policy. This version was prepared following a review of our website carried out on 11 August 2026.

Important Notes on Protecting your own Data

Please stay alert to cybercrime and take care to protect your own information online, particularly financial information. Avoid sending sensitive personal information over the internet unless it is properly secured – where possible, use the secure online tools we provide rather than ordinary email.

Be wary of any email that asks you to make a payment. Never pay simply because an email has asked you to. If you are ever unsure whether a payment request is genuine, contact us directly using a phone number you have checked independently (for example, from our official website), rather than any number given in the email itself. The same applies to phone calls asking for payment – if in doubt, hang up and call us back on a number you know to be correct. HL Partnership Limited cannot accept responsibility if you transfer money to a fraudster in error.

Last reviewed: 11 August 2026 | www.foreverhomemortgages.co.uk