

Cookie Policy

Last updated: August 2026

This Cookie Policy explains how **Invest ML Ltd, trading as Merseybank Business Centre**, uses cookies and similar technologies on the Merseybank Business Centre website.

What are cookies?

Cookies are small files stored on your device when you visit a website. They help websites function correctly and can also be used to remember preferences and understand how visitors use a website.

Cookies we use

The following cookies are currently used on our website:

Cookie Category	Cookie Name	Provider	Purpose	Duration
Strictly Necessary	PHPSESSID	First-party (PHP)	Maintains your session as you navigate the site	Session
Strictly Necessary	nitroCachedPage	First-party (WP Rocket/Nitro caching)	Enables page caching for site performance	Session
Functionality	_wp_first_time	First-party (WordPress)	Detects first-time visitors	~28 days
Functionality	sbjs_first	Sourcebuster.js	Records how you first arrived at the site, for lead attribution	Session
Functionality	sbjs_current	Sourcebuster.js	Records your current visit source	Session
Functionality	sbjs_first_add	Sourcebuster.js	Additional first-visit source data	Session
Functionality	sbjs_current_add	Sourcebuster.js	Additional current-visit source data	Session
Functionality	sbjs_udata	Sourcebuster.js	Stores browser/device data for attribution	Session
Functionality	sbjs_session	Sourcebuster.js	Tracks session page views	~30 minutes
Functionality	sbjs_migrations	Sourcebuster.js	Internal versioning/migration flag	Session
Analytics	_ga	Google Analytics	Distinguishes unique visitors	~13 months
Analytics	_ga_KGD4411F1W	Google Analytics	Stores session state for the site's GA4 property	~13 months
Advertising	_gcl_au	Google Ads	Tracks ad-click conversions	~90 days
Advertising	_fbp	Meta Pixel	Supports ad targeting and measurement via Facebook/Meta	~7 days
Advertising	pbid	PixelYourSite	Tracking identifier for the PixelYourSite plugin	~6 months
Advertising	pys_start_session	PixelYourSite	Marks the start of a tracked session	Session
Advertising	pys_session_limit	PixelYourSite	Session tracking limit	~1 hour
Advertising	pys_first_visit	PixelYourSite	Marks a visitor's first visit	~7 days
Advertising	pysTrafficSource	PixelYourSite	Records the visitor's traffic source	~7 days
Advertising	last_pysTrafficSource	PixelYourSite	Records the most recent traffic source	~7 days
Advertising	pys_landing_page	PixelYourSite	Records the page the visitor landed on	~7 days
Advertising	last_pys_landing_page	PixelYourSite	Records the most recent landing page	~7 days
Advertising	pys_session_entry_referrer	PixelYourSite	Records the referring site for the session	Session
Advertising	pys_event_referrer	PixelYourSite	Records the referrer at time of a tracked event	Session

Strictly necessary cookies

These cookies are required for the website to work properly, including essential functionality, security and remembering your cookie preferences. These cookies do not require your consent.

Analytics cookies

We use analytics technologies to help us understand how visitors use our website, for example which pages are visited and how users navigate the site. Where these cookies are not strictly necessary, they will only be used with your consent.

Functionality and third-party cookies

Some features on our website may be provided by third parties. These may include embedded content or other external website services. These services may use cookies or similar technologies. Where consent is required, they will not be activated until you have made your cookie choice.

Advertising cookies

Advertising cookies may be used to measure advertising performance, attribute visits or conversions to advertising campaigns and support advertising or remarketing. These cookies will only be used where you have given the required consent.

Managing your cookie choices

When you first visit our website, you may be asked whether you wish to accept non-essential cookies. You can accept or reject non-essential cookies and, where available, change your preferences using the cookie settings on our website.

You can also control or delete cookies through your browser settings. Please be aware that blocking certain cookies may affect how parts of the website function.

Changes to this Cookie Policy

We may update this policy if the cookies or technologies used on our website change. The latest version will be published on our website.

Contact us

If you have questions about our use of cookies, please contact:

Invest ML Ltd trading as Merseybank Business Centre

55–57 Seabank Road

Wallasey

Wirral

CH45 7PA

Email: info@merseybank.co.uk

Telephone: 0151 459 8102