

Cookie Policy

How cookies and similar technologies are used on this website

Last updated: 23 October 2026

This Cookie Policy explains how the What Makes It Happen website uses cookies and similar technologies, why they may be needed and how you can manage your choices. Please read it alongside the website **Privacy Policy**.

1. Who is responsible for this website?

The website is operated by **Graham Barrone, trading as What Makes It Happen**. It is built and hosted using **Wix**. For questions about cookies or privacy, contact **hello@whatmakesithappen.com**.

2. What are cookies?

Cookies are small pieces of information placed on your device when you visit a website. Related technologies, including local storage and scripts, can also remember choices or collect technical information about how a site works. Some are temporary and disappear when your browsing session ends; others remain until they expire or are deleted.

Cookies are not the same as the information you share in a psychotherapy session. For information about client records, website enquiries and confidential therapeutic data, please see the separate Privacy Policy.

3. Types of cookies and why they may be used

Category	What it does	How it is handled
Essential	Helps provide site security, page delivery, account sign-in, bookings and consent management.	Used where necessary to provide a requested website function; consent is not normally required for strictly necessary uses.
Functional / preferences	Remembers certain optional preferences or supports additional features.	Consent is requested where required by applicable law.
Analytics / statistics	Provides information about visits and website performance so the site can be maintained and improved.	Consent is requested where required. Narrow legal exceptions may apply only if their conditions are met.
Marketing	May support advertising, conversion tracking or personalised advertising if such services are added.	Not enabled through the marketing integrations reviewed on 23 October 2026; consent would be requested where required if introduced.

4. Services and technologies on this website

Wix: As the website platform, Wix uses technologies that support security, reliable operation, accounts, bookings and related features. Examples of cookies listed by Wix for its platform include **XSRF-TOKEN** (fraud protection, session), **svSession** (security and core functions, up to 12 months), **SSR-caching** (page rendering, 24 hours) and **bSession** (system operation, 24 hours). These are examples of Wix platform cookies, **not a verified exhaustive list of the cookies active in every visit to this website**. Actual cookies can vary by feature, page and provider updates.

Wix CMS: On 23 October 2026, the Usercentrics website scan identified Wix CMS and classified it as an **Essential** website component. That scan does not establish that it identified every individual cookie or every possible third-party technology.

Usercentrics for Wix: This service displays the cookie banner, records or remembers your preferences and provides the controls used to revisit those choices. Its operation may require storage essential to consent management.

Wix Analytics: Wix provides tools for understanding website visits and performance. Depending on how a particular measurement works, it may use cookies or other technical information. Non-essential storage or access must be handled in accordance with the applicable consent or exception rules.

Other Wix features: Bookings, membership features, Smart Chat and other components may use additional technologies when visitors use them. Some third-party content or linked services may also have their own cookie and privacy practices.

On 23 October 2026, the Wix Marketing Integrations page showed **Google Tag / Google Analytics, Google Tag Manager, Meta Pixel and TikTok Pixel as not connected**. No marketing tracking code was identified in the Custom Code area checked at that time. This is a description of the reviewed setup, not a guarantee about future changes or every script that may be loaded by a third-party component.

5. How cookie consent and preferences work

The website uses the **Usercentrics for Wix** cookie consent banner. On a new visit, the banner allows you to **Accept All, Deny or Save Settings** after choosing the available categories. Essential technologies may operate without optional consent where a legal exception applies.

To review or change your decision later, select **Cookie Settings** in the website footer. This reopens the preferences window. You can withdraw consent to optional technologies at any time; the change applies going forward and does not invalidate processing that was lawful before it.

You can also restrict or delete cookies through your browser settings. Disabling essential website technologies may affect features such as accounts, forms or bookings.

6. How long do cookies remain?

Some cookies last only for your browser session. Others have fixed expiry periods determined by the service providing them. The examples in section 4 illustrate several of Wix's published durations. Different Wix apps and other services may have additional cookies with different lifetimes. You can delete stored cookies at any time through your browser.

7. Third parties and changes to the website

Wix, Usercentrics and other technology providers may process technical data in order to operate their services. Their own policies provide more information about their practices. I do not use information collected through the website's cookie tools to access or publish confidential therapeutic records.

If website features, providers or tracking tools change, I will review the relevant consent settings and update this policy where necessary. A website scanner is useful for identifying components, but is not a substitute for testing the technologies actually loaded on the site.

8. Further information and contact

For more information about how personal data is handled, please read the **Privacy Policy**, available from the website footer. You can change cookie preferences through the **Cookie Settings** link there as well.

Graham Barrone

Trading as **What Makes It Happen**

Email: hello@whatmakesithappen.com

This policy describes the website setup reviewed on 23 October 2026. Cookie names and settings may change as Wix and other services are updated.