

Arc Cars Cookie Policy

Effective Date: 13 May 2025

This Cookie Policy explains how Arc Cars ("we", "us", or "our") uses cookies and similar technologies on our website. It should be read alongside our [Privacy Policy].

1. What Are Cookies?

Cookies are small text files placed on your device when you visit a website. They help us improve your browsing experience, remember preferences, and gather analytics to enhance our services.

2. Types of Cookies We Use

We use the following categories of cookies:

a. Essential Cookies

These are necessary for our website to function properly (e.g., page navigation, security, and access to secure areas). The site cannot function properly without these cookies.

b. Performance and Analytics Cookies

These help us understand how visitors interact with our website (e.g., which pages are visited most), allowing us to improve its structure and content. All analytics data is anonymised.

c. Functionality Cookies

These remember your preferences (e.g., language settings or previous booking details) to provide a more personalised experience.

d. Marketing Cookies (Optional)

If enabled, these track browsing activity to display relevant ads or offers. Arc Cars currently does not use third-party marketing cookies but may introduce them with prior consent.

3. How We Use Cookies

We use cookies to:

- Operate essential website features
- Improve user experience and site performance
- Analyse traffic and user interaction
- Remember login or booking details (if applicable)

4. Your Cookie Choices

When you first visit our website, you will see a cookie banner giving you the option to accept or reject non-essential cookies.

You can also manage or delete cookies through your browser settings. Please note that disabling some cookies may affect site functionality.

5. Third-Party Cookies

Some cookies may be set by trusted third-party services (e.g., Google Analytics). These third parties are responsible for their own cookie policies and data protection.

6. Cookie Duration

Session cookies: Expire once you close your browser

Persistent cookies: Remain on your device for a set period or until deleted

7. Updates to This Policy

We may update this Cookie Policy from time to time. The latest version will always be available on our website with an updated effective date.

8. Contact Us

For questions about this Cookie Policy or your data rights:

Email info@arc-cars.co.uk

Contact number: 07547339472