

Our Cookies Policy

Information about our use of cookies

This Cookies Policy should be read together with our Privacy Notice which is available [here](#).

Vehicle Ancestry Ltd (company number 10747337) ('we, us or our') use cookies to distinguish you from other users of our website. This helps us to remember your preferences and to provide you with a good, personalised experience when you browse our website (www.vehicleancestry.co.uk). It also allows us to improve our site and our services to you. By continuing to browse our website, you are agreeing to our use of cookies.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive. Note that the use of cookies does not give us access to your computer or any personal information about you, other than that which you choose to share.

The cookies we intend to use

Our cookies may be:

- *Strictly necessary cookies:* These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
- *Analytical or Performance cookies:* These allow us to recognise and count the number of visitors and users using our website. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- *Functionality cookies:* These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- *Targeting cookies:* These cookies record your visit to our websites, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.
- *Web tracking:* These cookies are used to count users who have visited our website after clicking through from one of our advertisements. At this point we do not use these cookies.
- *IP Address and traffic data:* These cookies record traffic data which is logged automatically by servers, such as your Internet Protocol (IP) address, device information, the website that you visited before ours and the website you visit after leaving our site. At this point we do not use these cookies.

Third party use of cookies

Please note that third parties may also use cookies, over which we have no direct control. These third parties may include, for example, advertising networks and providers of external services like web traffic analysis services. These third party cookies are likely to be analytical cookies or performance cookies or targeting cookies.

The duration of our cookies that we set

Cookies expire after a set amount of time, some within 30 minutes, some within a day or two but others such as strictly necessary cookies can last months or years. Except for essential cookies, all of our cookies will expire after 12 months. We only retain data for as long as necessary for the purpose of processing.

How to exercise your choices on our use of your cookies

You can set your browser to refuse all or some browser cookies, or to alert you when our website sets or accesses cookies. If you disable or refuse cookies, please note that some parts of our website may become inaccessible or not function properly and you may find this affects your ability to use certain parts of our website.

To deactivate the use of third party advertising cookies, you may visit the consumer page to manage the use of these types of cookies. For example, to opt out of being tracked by Google Analytics across all websites visit: <http://tools.google.com/dlpage/gaoptout>.

ICO

The watchdog office in the UK to protect your data protection rights is the Information Commissioner's Office (**ICO**). You can read more about cookies in general on the ICO website: <https://ico.org.uk/for-the-public/online/cookies/>.

Contact

If you have any queries about the contents of Our Cookies Policy, please email info@vehicleancestry.co.uk or write to 8 Rowthorn Drive, Shirley, Solihull, West Midlands, England, B90 4ST.

Changes to this policy

This policy was published on 14th November 2023 and last updated in October 2023.

We may change this policy from time to time.