

Hedin Automotive London Cookies Policy

Cookies

At Hedin Automotive London (We) use cookies, including web beacons and similar technologies ("cookies") on this website to gather visitor statistics, enhance your experience on this website, and provide you with content and advertisements tailored to you.

For information on how we process your personal data, please see our privacy policy.

We may update this information from time to time as needed. Therefore, we recommend that you visit this page regularly to get the latest information on the cookies we use on our website.

What are cookies?

A cookie is a text file that is stored on your computer, mobile device, or tablet when you visit a website. We use the following types of cookies on our website: Session cookies, Persistent cookies, and Web beacons. These may be cookies that we use and/or third parties use.

Session cookies are stored during an active session, meaning the period you are using the website. Session cookies are typically deleted when you close the browser. We use this type of cookie to track your actions on our website.

Persistent cookies are stored on your device until the specified expiration date for each cookie, or until you manually remove the cookie from the device. The cookie will be activated each time you visit a website that created that specific persistent cookie. A persistent cookie allows remembering your preferences or actions on a website (or across different websites).

Web beacons are transparent images that can be included in emails or on our website, allowing us to see what our visitors click on.

Third-party cookies are cookies that have been saved on your device from a website other than ours.

Why and how do we use cookies?

We use cookies for several purposes. We use cookies to improve the services we offer you. Some of our services actually require cookies to function, while others simply exist to make our services smoother for you. Generally, we categorize our cookies and their usage as follows:

Necessary

Data from these cookies allows you to use our website and its features, and these cookies are necessary for the website to function properly. Without necessary cookies, some services on the website would not work at all, or the website would not function as smoothly as it should. These cookies do not collect any information for marketing or similar purposes.

Functional

Functional cookies are used to facilitate your use of our website. Functional cookies allow the website to remember the choices you make, such as language preferences, what you have filled in a form, etc., so you do not have to make those choices every time you visit our website.

Analytics

Analytics cookies collect information about the usage of our website so that we can improve how the website functions. These cookies may, for example, show which are the most visited pages, help document issues with a website, and indicate whether advertising on a website has been effective or not.

Marketing

Marketing cookies are used to deliver ads that are relevant to you and your interests or to limit the number of times you see the same ad on a website. These cookies may also be used to remember what you have viewed when you visited our website. We use this information to provide you with personalized content recommendations and for marketing communication. We may combine the information collected by these cookies with other information you have provided us.

Third-party cookies

We have enabled third-party advertisers and other organizations to use their own cookies or other technology to collect information about the content on our website and/or the ads you have clicked on. These third-party advertisers may use this information for advertising they believe will be of interest to you based on the content you have viewed. Third-party advertisers may also use this information to measure the effectiveness of their advertising campaigns. We do not have access to, or control over, cookies placed on our website by third parties, and the use of their cookies is subject to their own privacy policy. We recommend reviewing the privacy policies of each of our third parties.

How to control and manage the use of cookies

Your browser or device usually allows you to change the settings for the use and scope of cookies. Go to your browser or device settings to learn more about how to adjust cookie settings. For example, you can choose to block all cookies, accept only first-party cookies, or delete cookies when you close the browser.

Please note that by deleting cookies or disabling future cookies, there is a risk that you may not be able to access certain pages or features on our website. If you adjust your cookie settings, this will also affect other websites you visit.

In Google's ad settings, you can also control the use of cookies to display personalized ads on websites, see Google Ads Settings.

If you are a Facebook user, you can control whether ads based on your behavior are displayed on Facebook and other websites that use Facebook's ad services in Facebook's ad settings.

Contact us

Your privacy is important to us at Hedin Automotive. We have therefore appointed a data protection officer to ensure that we comply with applicable data protection laws and internal policies for processing personal data.

If you have any questions regarding our use of cookies, please do not hesitate to contact us. Please see our contact details below.

Email: datacompliance@hedinautomotive.co.uk