

Cookie Policy

Sipson Cars Limited · 17 August 2026

1. Purpose and Scope

This Cookie Policy explains how Sipson Cars Limited ('we', 'us', or 'our'), whose registered address is Imperial Drive, Rayners Lane Station, Harrow, HA2 7HE, uses cookies and similar tracking technologies on our website. Malyar Sahil is the named Data Controller responsible for decisions about how data collected through cookies is used.

This policy applies to all visitors to our website, whether you are browsing our services, making an enquiry, or contacting us. It should be read alongside our Privacy Policy, which sets out more broadly how we handle personal data.

We are committed to being transparent about the cookies we use and to ensuring that our practices comply with the Privacy and Electronic Communications Regulations 2003 (PECR), the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 (DPA 2018), and the Data (Use and Access) Act 2025, the provisions of which came into effect from February 2026.

2. What Are Cookies?

Cookies are small text files placed on your device — such as a computer, smartphone, or tablet — when you visit a website. They allow the website to recognise your device on future visits and remember certain information about your preferences or activity.

Cookies do not typically identify you as an individual directly, but in some cases, the information they collect may constitute personal data when combined with other data we hold about you. Some cookies are set by us (first-party cookies), and others are set by third-party services that appear on our pages (third-party cookies).

Cookies can be 'session cookies', which expire when you close your browser, or 'persistent cookies', which remain on your device for a set period or until you delete them. Both types may be used on our website.

3. Types of Cookies We Use

We use four categories of cookies on our website:

STRICTLY NECESSARY COOKIES

These cookies are essential for our website to function correctly and cannot be switched off. They are typically set in response to actions you take, such as submitting an enquiry form or navigating between pages. They may include session management tokens, security cookies (such as CSRF tokens), and load-balancing cookies. No consent is required for these cookies under PECR, as they are necessary to deliver the service you have requested.

ANALYTICS COOKIES

We use Google Analytics to help us understand how visitors interact with our website — for example, which pages are visited most frequently and how long visitors spend on the site. Cookies used include `_ga`, `_gid`, and `_gat`. Where possible, IP addresses are anonymised. This data is aggregated and does not identify individual users. Your consent is required before these cookies are placed on your device.

FUNCTIONAL COOKIES

These cookies allow our website to remember choices you have made, such as your cookie consent preferences, and to provide enhanced features. They may remember your preferred contact method or details you have previously entered into forms. Consent is required for these cookies.

MARKETING AND ADVERTISING COOKIES

We may use third-party advertising tools, including Google Ads conversion tracking and the Meta Pixel (Facebook/Instagram), to measure the effectiveness of our promotional activity and to show relevant adverts to users who have visited our website. These cookies track your browsing activity across websites. Your explicit consent is required before these cookies are active, and you may withdraw consent at any time.

4. Legal Basis for Cookie Use

Under the Privacy and Electronic Communications Regulations 2003 (PECR), we are required to obtain your prior informed consent before placing any non-essential cookies on your device. Strictly necessary cookies are exempt from this requirement.

Where cookies process personal data (for example, data linked to your IP address or browsing behaviour), the legal basis under UK GDPR Article 6(1)(a) is your freely given, specific, informed, and unambiguous consent. You may withdraw this consent at any time without detriment.

Our website displays a cookie consent banner when you first visit, allowing you to accept, reject, or customise your cookie preferences by category. A record of your consent is stored to demonstrate compliance. We review our cookie practices in line with ICO guidance on cookies and similar technologies, and in accordance with obligations introduced by the Data (Use and Access) Act 2025 effective February 2026.

5. How to Manage and Reject Cookies

You can manage or withdraw your cookie consent at any time using the cookie preference centre accessible via the 'Cookie Settings' link in the footer of our website.

You can also control cookies through your browser settings:

- Google Chrome: Settings > Privacy and Security > Cookies and other site data
- Mozilla Firefox: Settings > Privacy and Security > Cookies and Site Data
- Apple Safari: Preferences > Privacy > Manage Website Data
- Microsoft Edge: Settings > Cookies and Site Permissions > Cookies and Site Data

Please be aware that disabling certain cookies may affect the functionality of our website. Disabling strictly necessary cookies, in particular, may prevent parts of the site from operating correctly.

For information about opting out of Google Analytics specifically, you can install the Google Analytics Opt-Out Browser Add-On available at tools.google.com/dlpage/gaoptout. To opt out of Meta advertising cookies, visit your Facebook Ad Preferences settings at facebook.com/ads/preferences.

6. Third-Party Cookies and Privacy Policies

Some cookies on our website are placed by third-party providers whose services we use. We do not control these cookies and recommend you review each provider's own privacy policy:

- Google Analytics (Alphabet Inc.): Used for website usage statistics. Privacy policy at policies.google.com/privacy
- Google Ads (Alphabet Inc.): Conversion tracking for advertising campaigns. Privacy policy at policies.google.com/privacy
- Meta Pixel (Meta Platforms Inc.): Advertising and remarketing. Privacy policy at facebook.com/policy.php
- Payment Processor (e.g. Stripe or equivalent): Used when card payments are processed via our website. Stripe privacy policy at stripe.com/gb/privacy

These third parties are responsible for their own cookie practices and privacy compliance. We periodically review our third-party integrations to ensure they remain appropriate and proportionate.

7. Cookie Retention Periods

The table below sets out the key cookies used on our website, together with their provider, purpose, and duration:

Cookie Name: `_ga` | Provider: Google Analytics | Purpose: Distinguishes unique users | Duration: 2 years

Cookie Name: `_gid` | Provider: Google Analytics | Purpose: Distinguishes users session to session | Duration: 24 hours

Cookie Name: `_gat` | Provider: Google Analytics | Purpose: Throttles request rate | Duration: 1 minute

Cookie Name: `_fbp` | Provider: Meta (Facebook) | Purpose: Identifies browsers for advertising | Duration: 90 days

Cookie Name: `_gcl_au` | Provider: Google Ads | Purpose: Conversion tracking | Duration: 90 days

Cookie Name: `cookieconsent_status` | Provider: Sipson Cars Limited | Purpose: Records user consent decision | Duration: 12 months

Cookie Name: `PHPSESSID` (or equivalent) | Provider: Sipson Cars Limited | Purpose: Session management | Duration: Session

Cookie Name: CSRF token | Provider: Sipson Cars Limited | Purpose: Security — prevents cross-site request forgery | Duration: Session

All retention periods are subject to review. Cookies will not be retained beyond the periods stated above unless required for legal or security purposes, in which case a documented justification will be maintained.

8. Changes to This Policy and Review Date

We may update this Cookie Policy from time to time to reflect changes in the cookies we use, changes in the law, or updates to ICO guidance. Where changes are material, we will notify website visitors by updating the cookie consent banner and displaying a prominent notice on our website for a reasonable period.

We encourage you to review this policy periodically. The date at the bottom of this policy indicates when it was last reviewed.

If you have any questions about this Cookie Policy or wish to exercise your rights in relation to cookie-collected data, please contact:

Malyar Sahil

Sipson Cars Limited

Imperial Drive, Rayners Lane Station, Harrow, HA2 7HE

Effective Date: 17 August 2026

Next Review Date: 17 August 2027

Legislative references: Privacy and Electronic Communications Regulations 2003 (PECR); UK GDPR Article 6(1)(a); Data Protection Act 2018; Data (Use and Access) Act 2025; ICO Guidance on Cookies and Similar Technologies.