

Cookie Policy

ARC Motorhome and Caravan Services Ltd

1. What are Cookies?

Cookies are small text files stored on your device (computer, phone, tablet) when you visit our website. They help the website remember information about your visit, like your preferences and what you've viewed.

2. How We Use Cookies

We use cookies to ensure our website functions correctly, to measure how visitors use our site, and to occasionally show you relevant information.

We categorise the cookies we use into the following types:

1. Strictly Necessary Cookies (Always On)

These cookies are essential for the website to operate and cannot be turned off. They enable core functions like maintaining security and remembering your cookie consent status.

- **Examples:** We use cookies like PHPSESSID to keep your browsing session active and cookie_consent to remember if you've accepted non-essential cookies. **We do not require your consent for these, but we must inform you they are in use.**

2. Non-Essential Cookies (Require Your Consent)

We require your explicit permission to use these cookies. They fall into three main groups:

- **Performance/Analytics:** These help us understand how you use our site, so we can improve it. For example, the Google Analytics cookie (_ga) helps us track popular pages and visitor trends.
- **Functionality:** These cookies remember choices you make to provide a better, more personalised experience, such as remembering your language settings (site_language).
- **Targeting/Advertising:** These are used by third parties to help deliver relevant advertisements to you. For instance, the Facebook cookie (_fbp) tracks your activity to provide targeted ads on other platforms.

3. How to Manage Your Preferences

Under UK data law, you have full control over non-essential cookies.

- **Using Our Consent Tool:** When you first visit our site, you are presented with a cookie banner that allows you to **Accept**, **Reject**, or **Customise** your cookie preferences. You can change your mind and manage these preferences at any time via the **"Manage Cookie Preferences"** link, usually found in the website footer.
- **Browser Settings:** You can also block or delete cookies through the settings in your web browser (Chrome, Edge, Firefox, etc.).

4. Contact Information

If you have any questions regarding this policy, please contact us at: **ARC Motorhome and Caravan Services Ltd** by emailing info@arcmps.com