

# Cookie policy

Effective date October 12, 2020

This Cookie Policy explains how Automile, Inc., and its affiliates, (“us”, “we”, or “our”), use cookies and similar technologies to recognize you when you visit our websites, including without limitation [www.automile.uk.com](http://www.automile.uk.com) and any related URLs, mobile or localized versions and related domains / sub-domains (“Sites”) and/or our mobile application (“App”). It explains what these technologies are and why we use them, as well as your rights to control our use of them.

## What are cookies?

Cookies are small data files that are placed on your computer or mobile device when you visit a website, mobile app or use an online platform. Cookies are widely used by online service providers to facilitate and help to make the interaction between users and websites, mobile apps and online platforms faster and easier, as well as to provide reporting information.

Cookies set by the website and/or mobile app and/or platform owner (in this case, Automile) are called “first party cookies”. Cookies set by parties other than the website and/or mobile app and/or platform owner are called “third party cookies”. Third party cookies enable third party features or functionality to be provided on or through the website and/or mobile app and/or platform (e.g. like advertising, interactive content and analytics). The parties that set these third party cookies can recognise your computer or device both when it visits the website and/or mobile app and/or platform in question and also when it visits certain other websites and/or mobile apps and/or platforms.

## Why do we use cookies and what are your rights?

We use first party and third party cookies for several reasons. Some cookies are required for technical reasons in order for our Sites and/or App and/or platform to operate, and we refer to these as “essential” or “strictly necessary” cookies. Other cookies also enable us to track and target the interests of our users to enhance the experience on our Sites and/or App and/or platform. Third parties serve cookies through our Sites and/or App and/or platform for analytics and other purposes. This is described in more detail on the next pages. As a main rule, you may refuse to allow a cookie to be stored in your terminal equipment (eg your computer, telephone and tablet). However, this does not apply if technical storage or access to your terminal equipment is strictly required for functional purposes.

## OUR SITES

Types of cookies	Who serves these cookies	How to refuse
<p><b>ESSENTIAL WEBSITE COOKIES</b> These cookies are strictly necessary to provide you with services available through our Sites and to use some of its features, such as access to secure areas.</p>	Automile	Since these cookies are necessary to deliver the Sites, you cannot refuse them. You can block or delete them by changing your browser settings however as described below (“How can I control cookies?”).
<p><b>PERFORMANCE AND FUNCTIONALITY COOKIES</b> These cookies are used to enhance the performance and functionality of our Sites but are non-essential to their use. However, without these cookies, certain functionality like videos may become unavailable.</p>	Automile	To refuse these cookies, please follow the instructions below under the heading “How can I control cookies?”
<p><b>ANALYTICS AND CUSTOMISATION COOKIES</b> These cookies collect information that is used either in aggregate form to help us understand how our Sites are being used or how effective are marketing campaigns are, or to help us customise our Sites for you.</p>	Google Analytics LinkedIn Analytics	To refuse these cookies, please follow the instructions below under the heading “How can I control cookies?” Alternatively, visit Google’s and LinkedIn’s respective websites.
<p><b>ADVERTISING COOKIES</b> These cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting advertisements that are based on your interests.</p>	Bing Ads DoubleClick Facebook Custom Audience Google AdWords Conversion Google Dynamic Remarketing LinkedIn Ads	To refuse these cookies, please follow the instructions below under the heading “How can I control cookies?” Alternatively, visit the advertisers’ respective websites.
<p><b>SOCIAL NETWORKING COOKIES</b> These cookies are used to enable you to share pages and content that you find interesting on our Sites through third party social networking and other websites. These cookies may also be used for advertising purposes too.</p>	Facebook Connect	To refuse these cookies, please follow the instructions below under the heading “How can I control cookies?” Alternatively, visit Facebook’s website.

## OUR APP

### Types of cookies

### Who serves these cookies

### How to refuse

#### ADVERTISING COOKIES

These cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting advertisements that are based on your interests.

Facebook Custom Audience  
Google Dynamic Remarketing

To refuse these cookies, please follow the instructions below under the heading “How can I control cookies?” Alternatively, please visit Facebook’s and Google’s websites.

#### SOCIAL NETWORKING COOKIES

These cookies are used to enable you to share content that you find interesting on our App through third party social networking. These cookies may also be used for advertising purposes too.

Facebook Connect  
Facebook Social Graph

To refuse these cookies, please follow the instructions below under the heading “How can I control cookies?” Alternatively, please visit Facebook’s website.

### **What about other tracking technologies, like web beacons?**

Cookies are not the only way to recognise or track visitors to a website and/or mobile app and/or platform. We may use other, similar technologies from time to time, like web beacons (sometimes called “tracking pixels” or “clear gifs”). These are tiny graphics files that contain a unique identifier that enable us to recognise when someone has visited our Sites and/or App and/or platform. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functioning.

### **Do you use Flash cookies or Local Shared Objects?**

Our Sites and/or App and/or platform may also use so-called “Flash Cookies” (also known as Local Shared Objects or “LSOs”) to, among other things, collect and store information about your use of our services, fraud prevention and for other site operations. If you do not want Flash Cookies stored on your computer, you can adjust the settings of your Flash player to block Flash Cookies storage using the tools contained in the Website Storage Settings Panel.

You can also control Flash Cookies by going to the Global Storage Settings Panel and following the instructions (which may include instructions that explain, for example, how to delete existing Flash Cookies (referred to “information” on the Macromedia site), how to prevent Flash LSOs from being placed on your computer without your being asked, and (for Flash Player 8 and later) how to block Flash Cookies that are not being delivered by the operator of the page you are on at the time). Please note that setting the Flash Player to restrict or limit acceptance of Flash Cookies may reduce or impede the functionality of some Flash applications, including, potentially, Flash applications used in connection with our services or online content.

### **Do you serve targeted advertising?**

Third parties may serve cookies on your computer or mobile device to serve advertising through our Sites and/or App and/or platform. These companies may use information about your visits to this and other websites in order to provide relevant advertisements about goods and services that you may be interested in. They may also employ technology that is used to measure the effectiveness of advertisements. This can be accomplished by them using cookies or web beacons to collect information about your visits to this and other websites and/or mobile apps and/or platforms in order to provide relevant advertisements about goods and services of potential interest to you. The information collected through this process does not enable us or them to identify your name, contact details or other personally identifying details unless you choose to provide these.

### **How can I control cookies?**

You have the right to decide whether to accept or reject cookies. You can exercise your cookie preferences by visiting the appropriate websites referred to in the cookie table above.

You can set or amend your web browser controls to accept or refuse cookies. If you choose to reject cookies, you may still use our Sites and/or App and/or platform though your access to some functionality and areas may be restricted. As the means by which you can refuse

cookies through your web browser controls vary from browser-to-browser, you should visit your browser's help menu for more information. In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit <http://www.aboutads.info/choices/> or <http://www.youronlinechoices.com>.

**How often will you update this Cookie Policy?**

We may update this Cookie Policy from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. Please therefore re-visit this Cookie Policy regularly to stay informed about our use of cookies and related technologies.

The date at the top of this Cookie Policy indicates when it was last updated.