



## What are cookies?

To make your experience visiting the Clarkson Holden website as simple and convenient as possible we place small data files known as "cookies" on your computer. This practice is used by many websites.

Cookies are created when your browser loads the website. The website sends information to the browser which then creates a text file. Cookies are stored on your device for various periods of time, from as short time as the duration of your browsing session to several months.

Every time you come back to the website, the browser retrieves and sends cookies to the server, which helps to improve your experience of the website by:

- Remembering settings, so you don't have to re-enter them every time you visit
- Remembering your last properties and searches, helping you to keep on top of new listings
- Measuring use of the website so that we can see where we can improve

You can manage and/or delete these small files from your device, but please be aware that this will limit the functionality that we are able to offer to you.

To manage your cookies please go to [cookies settings](#).

## What cookies do we use?

The Clarkson Holden website uses cookies that can be divided into the following three groups:

### **FUNCTIONALITY COOKIES**

Functionality cookies allow the website to remember settings such as the screen size, which lets us serve the right content without overloading any network or device capacity.

- **search** - Stores your preferences as to how you prefer your results to be displayed i.e display 10 properties per page and price filter 'from highest to lowest'.
- **mortgage** - Stores your mortgage settings for use across the website.
- **recent** - Stores information of the last pages you have viewed.
- **screen** - Stores the screen size of the device that you are viewing our website on. This allows us to serve the right content for the device you are using without overloading your network and preserving best layout.

### **PERFORMANCE COOKIES**

Performance cookies let us collect information about how the website is used. For example, we may record what pages are visited most. This data allows us to see where we could optimise the website and make it more efficient.

Clarkson Holden uses performance cookies to help understand how our visitors use the website and how we can improve our website.

We host the following advertising and targeting cookie providers:



## Google Products

**Google Adwords:** Third-party advertising partner whose cookies allow us to track website behaviours and then provide more relevant advertising to users on other websites, including but not limited to Google. For more information please visit <https://policies.google.com/privacy/update>.

**Google Doubleclick:** Third-party advertising partner whose cookies allow us to track website behaviours and then provide more personalised advertising to users on other websites. For more information please visit <https://policies.google.com/privacy/update>.

**Google Analytics:** Third-party website analytics partner whose cookies allow us to track website behaviours and then provide personalised advertising to users on other websites. For more information please visit: <https://policies.google.com/technologies/partner-sites>.

To opt out of personalised advertising from Google please visit this link: <https://adssettings.google.co.uk/>

**Facebook:** Third-party advertising partner whose cookies allow us to track website behaviours and then provide more relevant advertising to users on other websites, including but not limited to Facebook. For more information please visit <https://www.facebook.com/policies/cookies/>.

**Twitter:** Third-party advertising partner whose cookies allow us to track website behaviours and then provide more relevant advertising to users on Twitter. For more information please visit <https://help.twitter.com/en/rules-and-policies/twitter-cookies>.

**Xandr:** Third-party advertising partner whose cookies allow us to track website behaviours and then provide more personalised advertising to users on other websites. For more information please visit: <https://monetize.xandr.com/privacy-center>.