



**POLICY DOCUMENT**

# **Cookie Policy**

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# COOKIE POLICY

## OVERVIEW

This Cookie Policy explains how Albatross Bus & Coaches Ltd (“Albatross Bus & Coaches”, “we”, “us”, or “our”) uses cookies and similar technologies when you access or use our digital services.

Our digital services include:

- Albatross Bus & Coaches website (<https://www.albatrosscoaches.com>)
- Online booking or enquiry platforms
- Email and communication systems supporting booking enquiries
- Any related digital services used to support coach hire, trips and group bookings

The use of cookies and similar technologies is governed by the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and the Privacy and Electronic Communications Regulations (PECR).

This Cookie Policy should be read alongside our Privacy Policy, which explains how we process personal data collected through our services.

## 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 enable websites to recognise your device and store information about your visit, such as your preferences, browsing behaviour and interactions with website features. Cookies are widely used to ensure websites function effectively, improve user experience and support secure services such as booking enquiries.

Cookies may be:

- **Session cookies** which are deleted when you close your browser

- **Persistent cookies** which remain on your device for a set period

## **HOW DOES ALBATROSS BUS & COACHES LTD USE COOKIES?**

Albatross Bus & Coaches Ltd uses cookies to ensure the effective operation, security, and performance of its website and related services.

Below is a detailed list of the types of cookies we use on our website:

### **STRICTLY NECESSARY COOKIES**

These cookies are essential for the operation of our website and cannot be disabled through our systems. They are required to:

- Ensure website functionality and security
- Enable basic enquiry and booking processes
- Maintain session information
- Prevent fraudulent activity

Because these cookies are essential, they do not require user consent under PECR.

### **FUNCTIONAL COOKIES**

Functional cookies allow the website to remember choices you make and provide enhanced features.

These may include:

- Remembering user preferences
- Retaining form or enquiry details during a session
- Improving user experience and accessibility

### **PERFORMANCE AND ANALYTICS COOKIES**

These cookies collect information about how visitors use our website to help us improve performance and usability.

They may be used to:

- Monitor website traffic and usage patterns
- Identify technical issues or errors
- Improve website performance and content

We may use analytics services such as Google Analytics. Where possible, data collected is aggregated and anonymised.

## **TARGETING AND ADVERTISING COOKIES**

Where applicable, marketing cookies may be used to deliver relevant advertisements and measure marketing effectiveness.

These cookies may:

- Track browsing behaviour
- Deliver targeted advertising
- Measure campaign performance

These cookies are only used where consent has been provided.

## **COOKIE CONSENT AND USER CHOICE**

When you first visit our website, you will be presented with a cookie consent banner.

Through this banner, users are able to:

- Accept all cookies
- Reject non-essential cookies
- Customise cookie preferences

Strictly necessary cookies will always remain active because they are essential for the operation of the website.

Users may change their cookie preferences at any time through the cookie settings tool available on the website.

## **MANAGING COOKIES THROUGH YOUR BROWSER**

In addition to our cookie banner, users may control cookies through their browser settings.

Most web browsers allow users to:

- View cookies stored on their device
- Delete individual cookies
- Delete all cookies
- Block cookies from specific websites
- Block all cookies

Please note that blocking certain cookies may affect the functionality of our booking services.

Users may also manage advertising cookies through:

<http://www.youronlinechoices.com/uk/your-ad-choices>

To opt out of analytics tracking from Google Analytics, users may install the browser extension available at:

<https://tools.google.com/dlpage/gaoptout>

## **DATA SECURITY**

Albatross Bus & Coaches Ltd implements appropriate technical and organisational security measures to protect information collected through cookies.

These measures include:

- Encrypted communications (HTTPS)
- Secure server infrastructure
- Access control mechanisms
- Security monitoring systems

## **CHANGES TO THIS COOKIE POLICY**

We may update this Cookie Policy from time to time to reflect changes in technology, legal requirements, or operational practices.

Where updates are made, the revised Policy will be published on our website with an updated effective date.

## **ADDITIONAL INFORMATION**

If you have any difficulty reading or understanding this Policy, or if you would like it in another format (for example audio, large print or Braille), please contact us.

If you have any questions about this Cookie Policy, please contact the Albatross Bus & Coaches Ltd team at: [Info@albatrosscoaches.com](mailto:Info@albatrosscoaches.com)

or you can also write to us at:

**Albatross Bus & Coaches Ltd**

14a Midland Road

Derby

DE1 2SN

You can find out more about cookies and how to control or delete them at:

<http://www.aboutcookies.org>