

May 29, 2012

Status of UK Automotive Brand Websites in Relation to “Cookie Legislation”

Sophus3 White Paper



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Background

Most of the readers of this article will be aware that the so called "cookie law" is being enforced in the UK as of 26th of May 2012. The law came into effect in May 2011 in compliance with European legislation (DIRECTIVE 2009/136/EC and DIRECTIVE 2002/58/EC - E-Privacy Directive)¹. It mandates that "...the storing of information, or the gaining of access to information already stored, in the terminal equipment of a subscriber or user is only allowed on condition that the subscriber or user concerned has given his or her consent, having been provided with clear and comprehensive information, ...". The text of the national law and the interpretation might be different in the different EU member states.

In response to this, auto brands have been busily working on compliance with this new regulation in time to meet the deadline. This article reviews the current status of all brands. Sophus3 researchers visited the following UK brand websites after the 26th May in order to ascertain what each brand has implemented: Alfa Romeo, Audi, BMW, Chrysler, Citroën, Fiat, Ford, Honda, Hyundai, Jaguar, Kia, Land Rover, Lexus, Mazda, Mercedes-Benz, Mini, Mitsubishi, Nissan, Peugeot, Porsche, Renault, Seat, Skoda, Toyota, Vauxhall, Volkswagen and Volvo.

The following conclusions are based on our researcher's observations between 27 and 28 May 2012. The results therefore provide a snapshot of what each researched site was offering during that time. Sophus3 is not a law firm. None of our observations and conclusions should therefore be considered as legal advice in relation to compliance or non-compliance with the respective legislation.

European laws that define what details sites can record in text files called cookies came into force on 26 May 2011.

Broadly described, the law requires websites to obtain "informed consent" from users before they record any detailed information in the cookies they store on visitors' computers.

Whereas the early interpretation of the law required explicit consent by the website visitor, more recent statements by representatives of the ICO² the body responsible for the enforcement of this legislation in the UK, opened the door to the concept of "implied consent".

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¹ Article 2(5) of 2009/136/EC amends Article 5(3) of 2002/58/EC

²

http://www.ico.gov.uk/for_organisations/privacy_and_electronic_communications/the_guide/~media/documents/library/Privacy_and_electronic/Practical_application/cookies_guidance_v3.ashx, page 6

Overview

The initial conclusion is that so far auto brands in the UK differ widely in the implementation of measures designed to meet the legislative requirements. As the ICO has stated that they accept “work in progress” as long as compliance is achieved within a reasonable timescale, some brands may well not have implemented the final solution they envisage.

The following list provides a synopsis of the current status quo. Out of all the automotive websites we research in the UK:

- 89 % provide information about cookies
- 74 % have a link to a cookie page on their Homepage
- 56 % provide a list of cookies they use
- 26 % have at least an emphasized link to their cookie page on their Homepage
- 19 % have a cookie alert on their Homepage
- 19 % provide a custom opt-out

11% of auto brand sites currently do not provide information about cookies in a prominent enough way for the sophus3 researcher to find it in a reasonable time frame despite looking out for it.

Of the brand websites we researched:

- 5 have already an alert type element (text box, banner): Vauxhall, Toyota, Honda, Mazda, Renault
- 7 have not yet any cookie information (link) on the homepage
- 20 have a more or less obvious cookie link

- 15 provide a detailed list of cookies used
- 3 currently don't provide any obvious cookie information at all
- 24 have a general page or paragraph on cookies

- None use a strict opt-in³ (i.e. all issue cookies)
- 5 have built their own cookie opt-out solution: Vauxhall, Toyota, Honda, Volvo, Renault
Vauxhall provides the opt-out on the homepage, all others on the cookie info page
- Many others refer to the browser settings for managing cookies

³ A strict opt-in means that no cookie is being issued or read unless the visitor has given consent

Overview by Brand

The following table provides an overview by brand:

Website	Cookie Link	Emphasised Cookie Link	Cookie Alert	Cookie Info	List of Cookies Used	Custom opt-out
Honda UK	Green	Green	Green	Green	Green	Green
Renault UK	Green	Green	Green	Green	Green	Green
Toyota UK	Green	Green	Green	Green	Green	Green
Vauxhall UK	Green	Green	Green	Green	Green	Green
Mazda UK	Green	Green	Green	Green	Green	Red
BMW UK	Green	Green	Red	Green	Green	Red
Chrysler UK	Green	Green	Red	Green	Green	Red
Volvo UK	Green	Red	Red	Green	Green	Green
Audi UK	Green	Red	Red	Green	Green	Red
Citroen UK	Green	Red	Red	Green	Green	Red
Ford UK	Green	Red	Red	Green	Green	Red
Mercedes-Benz UK	Green	Red	Red	Green	Green	Red
Mini UK	Green	Red	Red	Green	Green	Red
Volkswagen UK	Green	Red	Red	Green	Green	Red
Jaguar UK	Green	Red	Red	Green	Red	Red
Kia UK	Green	Red	Red	Green	Green	Red
Skoda UK	Green	Red	Red	Green	Green	Red
Fiat UK	Green	Red	Red	Green	Red	Red
Seat UK	Green	Red	Red	Green	Green	Red
Alfa Romeo UK	Green	Red	Red	Green	Green	Red
Hyundai UK	Red	Red	Red	Green	Red	Red
Land Rover UK	Red	Red	Red	Green	Red	Red
Lexus UK	Red	Red	Red	Green	Red	Red
Mitsubishi UK	Red	Red	Red	Green	Red	Red
Nissan UK	Red	Red	Red	Green	Red	Red
Porsche UK	Red	Red	Red	Green	Red	Red
Peugeot UK	Red	Red	Red	Green	Red	Red

Cookie Link: A link to cookie information as part of the normal navigation

Emphasised Cookie Link: A link to cookie information highlighted or positioned centrally

Cookie Alert: An additional web element (banner or text box) that alerts the user to the use of cookies

Cookie Info: A dedicated page or paragraph on cookies

List of Cookies Used: A detailed list of the cookies used on the website including name and purpose

Custom Opt-out: An Opt-out functionality built specifically for the website

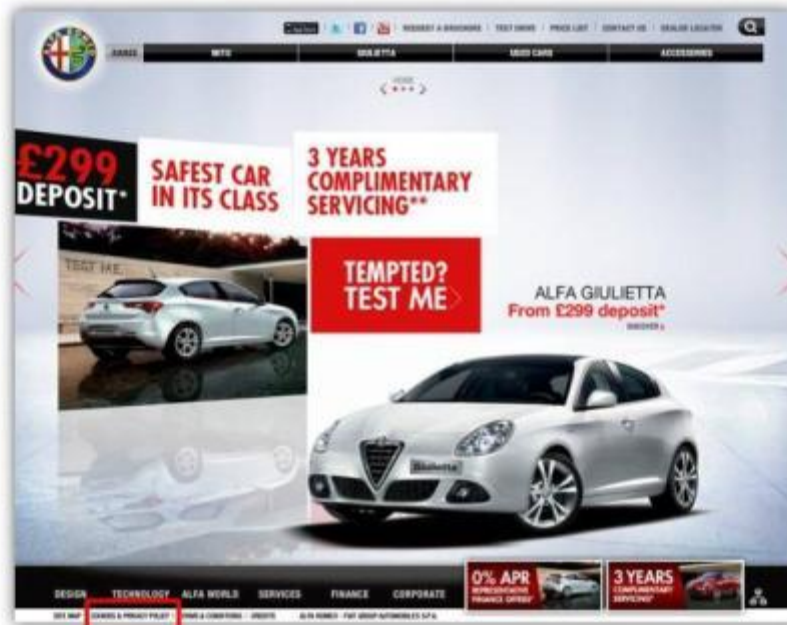
The green fields denote that the brand offers the respective function/option on their UK brand website.

Screenshots

The following pages provide screen shots of the privacy communication on each of the websites included in the research.

The following screenshots were taken between 27 and 28 May.

ALFAROMEO UK



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ALFAROMEO UK

Cookies and Privacy Policy

Cookies and Privacy Policy

This website is operated by Alfa Romeo UK. The financial services available from the Finance section of the Alfa Romeo website are provided by Alfa Romeo Consumer Services, a trading style of FGA Capital UK Ltd. The contract hire services are provided by FGA Contracts UK Ltd. Fiat Group Automobiles SpA is the Italian parent company of the Fiat companies operating in the UK and any references to the "Fiat Group" in this policy are references to Fiat Group Automobiles SpA and its subsidiary companies. Alfa Romeo UK is committed to respecting and protecting your privacy. We have established this privacy policy to demonstrate the care with which we will treat your information.

Privacy:

We will always respect your privacy and any personal information that you give us. We will always endeavour to comply with the UK Data Protection Act 1998 and any associated legal regulations concerning data protection.

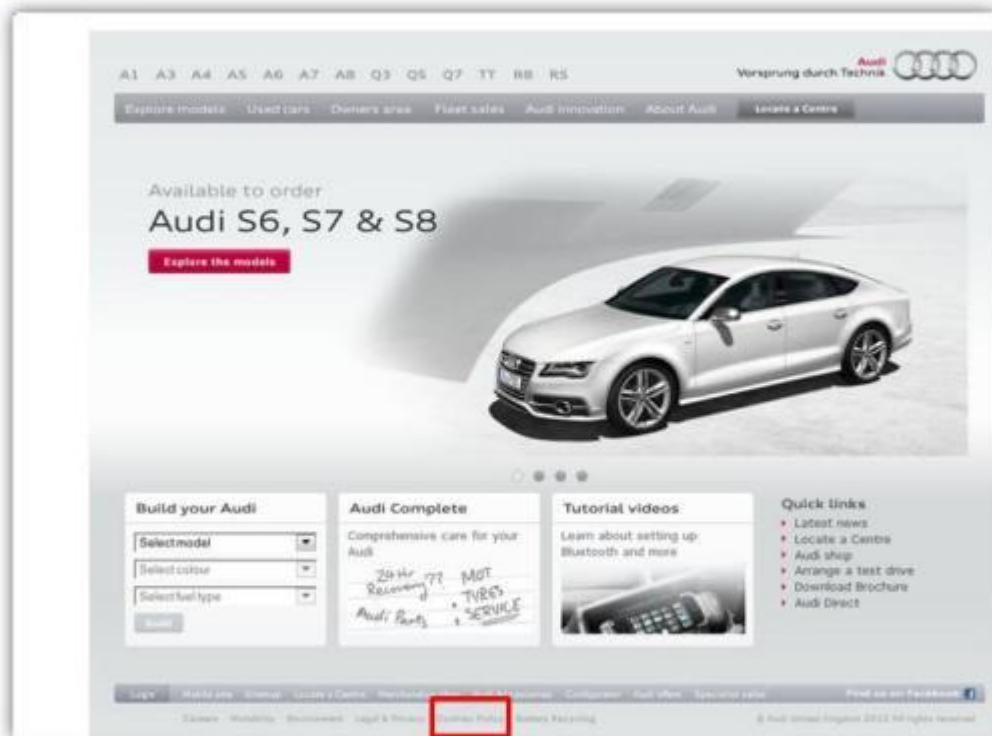
When you visit this website, your personal data is only stored if submitted by you when requesting information or using any service available on the site, for example where you might request a test drive or register your details in the 'My Garage' section or request an insurance quote from Alfa Romeo Consumer Services.

Use of your information:

This policy describes how we and other companies in the Fiat Group (collectively referred to as "we") intend to use your personal information. If this differs for any reason, such as in the case of data relating to children, we will make this clear at the time of data collection. If you make a specific request for us to contact you, such as requesting a brochure, we will use the personal information you provide to fulfil your enquiry. We may disclose your information to Alfa Romeo UK Appointed companies and agents for this purpose. Where you request a service provided independently by our franchised dealers or by other Alfa Romeo UK Appointed companies (for example, a test drive or a quote from Alfa Romeo UK Insurance), we may share your information with them to fulfil this request. At any page on this web site where you have the opportunity to submit your personal information, you will be given the opportunity to object to us, our franchised dealers and other Alfa Romeo UK Appointed Companies making further use of your data. You will also be given the opportunity to specify whether we, our franchised dealers, and other Alfa Romeo UK Appointed Companies can communicate with you.

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AUDI UK

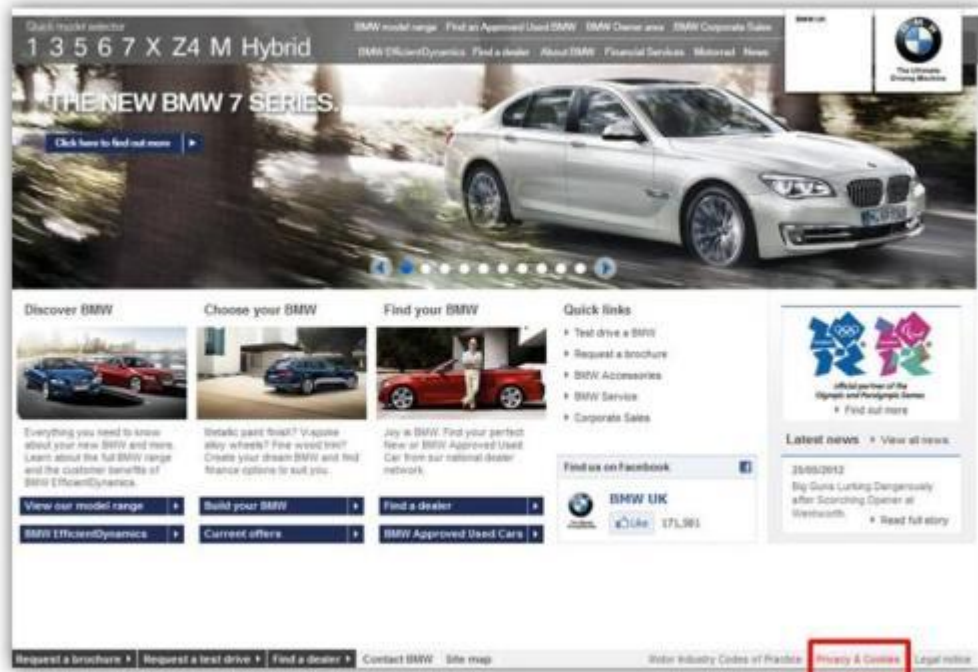


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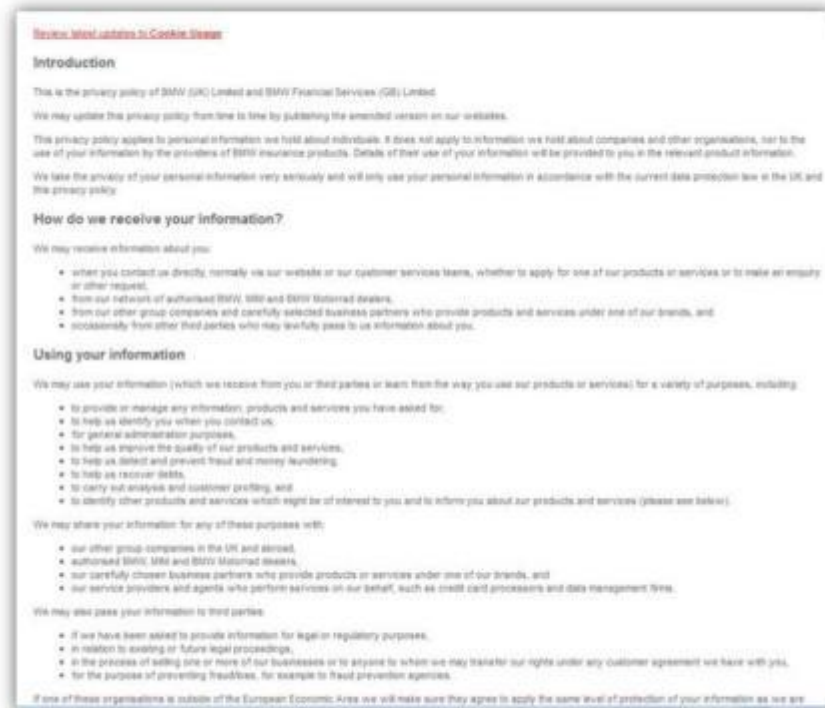
AUDI UK



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CHRYSLER UK



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CHRYSLER UK

Cookies

Cookies may be set when you visit the Chrysler UK website. This information will explain how to reject or delete those cookies, if you wish. If you would like to read our Cookies Policy, this can be found in 'Cookies' section of our Privacy Cookies Policy.

Regulating and Deleting Cookies

Chrysler UK will not collect personal information about you using cookies. But if you wish to restrict or block any cookies set the website, this can be done by amending your internet browser settings. Your browser 'Help' function should tell you how to do this.

Please note that disabling cookies is likely to impact website functionality and your experience of the Chrysler UK website.

You can visit www.aboutcookies.org for information on how this can be done in a wide variety of internet browsers. There is also detail on how to delete cookies from your computer as well as more general information. To delete cookies from the internet browser of your mobile phone, you will need to refer to your mobile handset manual.

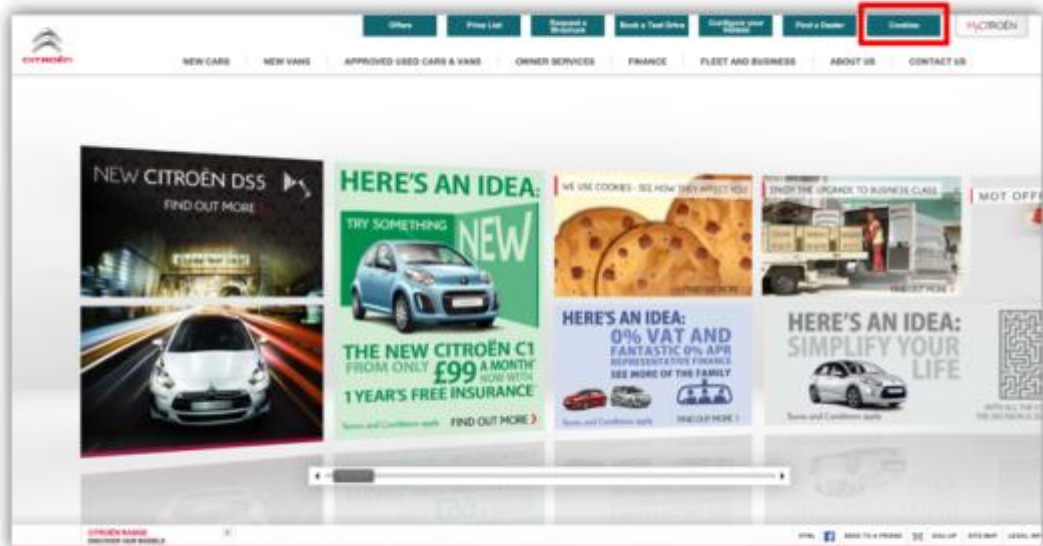
Chrysler UK uses a number of third party suppliers who also set cookies on the chrysler.co.uk website in order to deliver their services. If you would like more information about the cookies used by these suppliers, as well how to opt-out, please read sections 3 and 4.

Main Cookies on the chrysler.co.uk website

Cookie Name	Purpose
Qentium-ID	Qentium Tracking Stores a new random value for every new user session which allows Qentium to track user movements on the website.
L_00	Qentium Tracking Set and read by javascript to determine if cookies are enabled.
L_01	Qentium Tracking Stores the date of the user visit and whether it is a repeat visit or a brand new visit.
L_02	Qentium Tracking Set and read by javascript when the ClickMap functionality is enabled, it contains information about the previous link that was clicked on by the user.
L_campaign	Qentium Tracking Stores the campaign ID for a given user journey.

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CITROEN UK




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CITROEN UK

COOKIES POLICY

HOW THEY AFFECT YOU



This page explains what you need to know about how we use cookies on our websites (such as citroen.co.uk), and how to choose to manage or remove them if you wish to do so.

WHAT ARE 'COOKIES'?

Cookies are small data files which are sent to your computer or mobile phone from our websites and are stored on your device. They allow us to analyse website traffic and thereby maximise your user experience. Cookies can also help the website remember you and any of your personal preferences such as your location. Only citroen.co.uk can read cookies that are served from our website.

THE DIFFERENT TYPES OF COOKIES WE USE

Cookies on our websites are used in a number of ways.

- 1. Anonymous analytical cookies**
The Analytical cookies that we use store anonymous information about which pages people visit, how long they are on the site, how they got there and what they click on. Information supplied by these cookies help us to analyse the profile of our visitors, make sure our websites are meeting your needs and how we could provide you with an improved experience. Anonymous Analytical cookies do not collect or store your personal information (for example, names or addresses), so this information cannot be used to identify you.
- 2. Profile management cookies**
Some of our websites allow you to login and retrieve personal information and account details. These websites use cookies in order to, for example, remember your account information and determine, if you may retrieve saved information or are allowed to access a particular service.
- 3. Third-party advertising cookies**
A lot of Citroen advertisements you see featured on other websites are served by third parties. These third parties use their own anonymous cookies to track how many people have seen a particular ad, or to track how many people have seen it more than once. The companies that generate these cookies have their own cookies/privacy policies, and we have no access to read or write these cookies. These third party advertising cookies may be used by those third parties to anonymously target advertising to you on other websites.

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FIAT UK



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FIAT UK

COOKIES

Cookies may be set when you visit a Fiat Group website. This information will explain how to manage or delete these cookies, if you wish. If you would like to read our Cookies Policy, this can be found in 'Cookies' section our [Privacy Policy](#).

REGULATING AND DELETING COOKIES

Fiat Group will not collect personal information about you using cookies. But if you want to restrict or block any cookies set by Fiat Group websites, this can be done by amending your 'Internet browser' settings. Your browser 'Help' function should tell you how to do this.

Please note that disabling cookies is likely to impact website functionality and your experience of the Fiat.co.uk website.

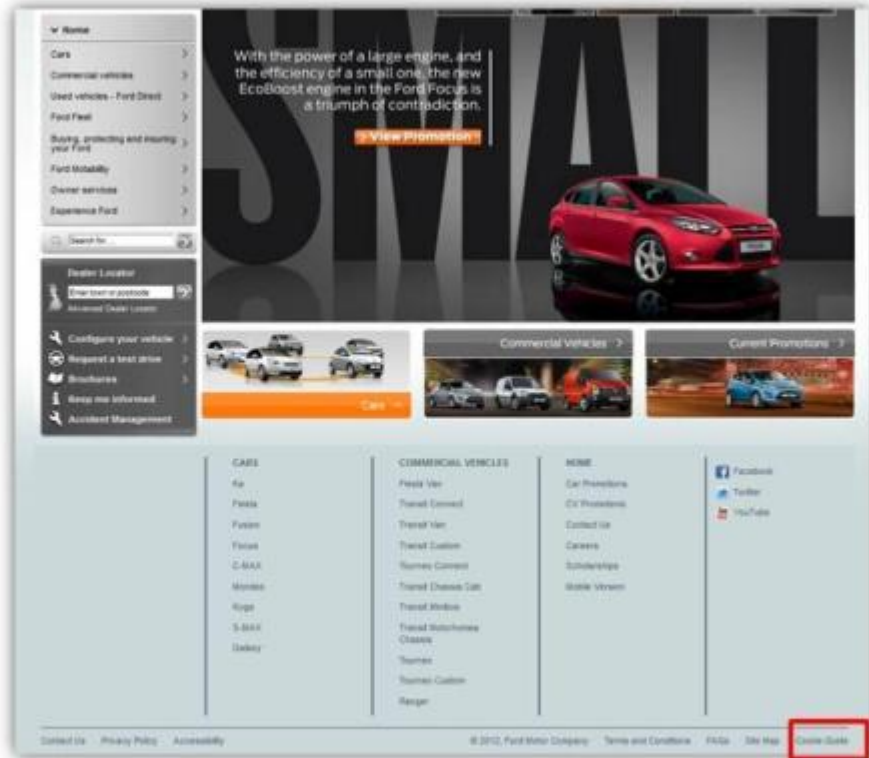
You can visit www.aboutcookies.org for information on how this can be done in a wide variety of internet browsers. There is also detail on how to delete cookies from your computer as well as more general information. To delete cookies from the internet browser of your mobile phone, you will need to refer to your mobile handset manual.

Fiat Group uses a number of third party suppliers who also set cookies on the Fiat.co.uk website in order to deliver their services. If you would like more information about the cookies used by these suppliers, see our [How to opt out](#), please read the information below.

MAIN COOKIES ON THE FIAT.CO.UK WEBSITE

Cookie Name	PURPOSE
Structure-Tracking	Structure Tracking
Structure-MSI	Stores a new random value for every new user session which allows Structure to track user movements on the website
A_MSI	Structure Tracking
A_MSI	Set and read by JavaScript to determine if cookies are enabled
A_MSI	Structure Tracking
A_MSI	Stores the date of the user visit and whether it is a repeat visit or a brand new visit
A_MSI	Structure Tracking
A_MSI	Set and read by JavaScript when the CookieLayer functionality is enabled, it contains information about the previous visit that was clicked on by the user
A_campaign	Structure Tracking
A_campaign	Stores the campaign ID for a given user journey
A_session	Structure Tracking
A_session	Stores the date in which the user last visited the website
AdPageView-Tracking	Ad PageView Tracking
AdPageView-Tracking	Stores the advertising source that the user last visited
adid	Ad-ID
adid	Stores information about visited or visited users
adid	Ad-ID
adid	Stores a random value for every user in which Ad-ID uses to serve information to users
AdAnalytics	Ad-ID
AdAnalytics	This is used for Ad-ID analytics
AdAnalytics	Stores the last Ad-ID
adid_preferences	Stores users preference in participation of the Ad-ID research survey
adid_preferences	Stores a value indicating whether the user's browser supports flash
adid_preferences	Stores a new random value for every user user session which allows the server technology to store user-specific data temporarily on the server
adid_preferences	Stores the User Session Functionality

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THE FORD COOKIE GUIDE

At Ford, we use technologies like cookies, pixels, and local storage to make our websites easier to use and to tailor content to be more relevant for you. This guide is designed to explain, as clearly as possible, what cookies are, the purpose of those used on Ford websites, and what options you have to control or delete them – if you decide you want to.

What is a cookie?
Almost every website uses cookie technology. A cookie is a small file that saves internet settings. It gets downloaded through a browser during the first visit to a website. When you next return to the site using the same device, the browser may check to see if a related cookie is present (i.e. containing the site name) and use the data inside the cookie to send back to the site. This allows sites to recognise that the browser has visited before and, in some cases, vary the content shown to reflect that.

The benefits of cookies
Some cookies are extremely useful, because they can make the experience more user-friendly when you come back to a website you've visited several times previously. Provided you use the same device and browser as before, they can, for example, remember your preferences, help us to focus how you use our sites, and make the content shown more relevant to your interests and needs. None of the cookies used on our websites collect information that personally identifies you.

Below is a table showing the main cookies used on Ford websites, explaining where they appear and what they do.

Controlling and deleting cookies
If you want to change how a browser uses cookies, including blocking or deleting cookies from Ford websites (or any other website in fact) you can do so by changing the browser settings.

To control cookies, most browsers allow you to either accept or reject all cookies, only accept certain types of cookies, or prompt you each time a site wishes to save a cookie. It's also easy to delete cookies that are already saved on your device by a browser.

The processes for controlling and deleting cookies vary depending on which browser you use. To find out how to do so with a particular browser, you can use the Help function within it or alternatively you can visit <http://www.aboutcookies.org> which explains, step-by-step, how to control and delete cookies in most browsers.

Cookies used on Ford websites			
Cookie source	Cookie	Where the cookie appears	Description
Adidas	adid, uid, ut, utc	Cars pages, Car Promotions, Dealer Locator, Configure Vehicle, Request Test Drive, Request Brochure, View Brochure, Keep Me Informed, Request	Gives you a more personalised sharing experience by allowing easy sharing to your favourite social networking sites, such as Facebook.
Adas Solutions	ADMS, MUD	Homepage, Cars pages (all subheadings), Dealer Locator, Request Test Drive, Request Brochure, View Brochure, Keep Me Informed, Request	Helps us show you online adverts that are relevant to you, by tracking the adverts you have seen and registering which ads have clicked on.
Sophus3	TOE, TODevs	Homepage, Cars pages (all subheadings), Configure Vehicle, Request Test Drive, Request Brochure, View Brochure, Keep Me Informed	Helps us count the number of visitors to our sites and measure how they use our sites in order to improve them.

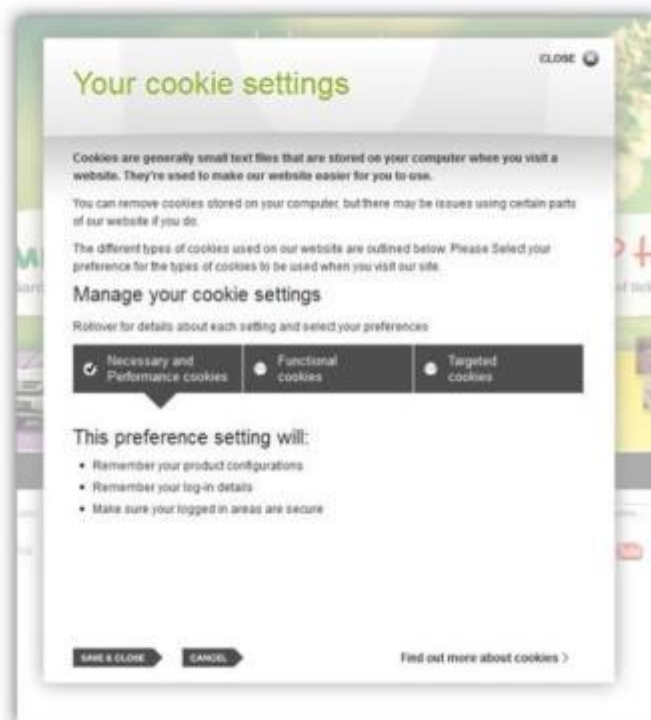
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HONDA UK



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6. **What is a cookie?**

Cookies are text files that identify your computer (through what is known as an IP address) to our server. For information about what we use these for refer to section 2. Whilst in some cases it may be possible, we do not use the IP address as a means of identifying you. You generally have the opportunity to set your computer to accept all cookies, to notify you when a cookie is issued, or not to receive cookies at any time. You can do this through your internet browser. With most browsers, this facility can be reached via the 'tools' (e.g. Internet Explorer), or 'edit', or 'task' (e.g. Netscape) menu. If you have any problems finding this area, the 'help' function within your browser will be able to provide assistance. You can also find more detailed information about cookies and how to manage them on www.allaboutcookies.org.

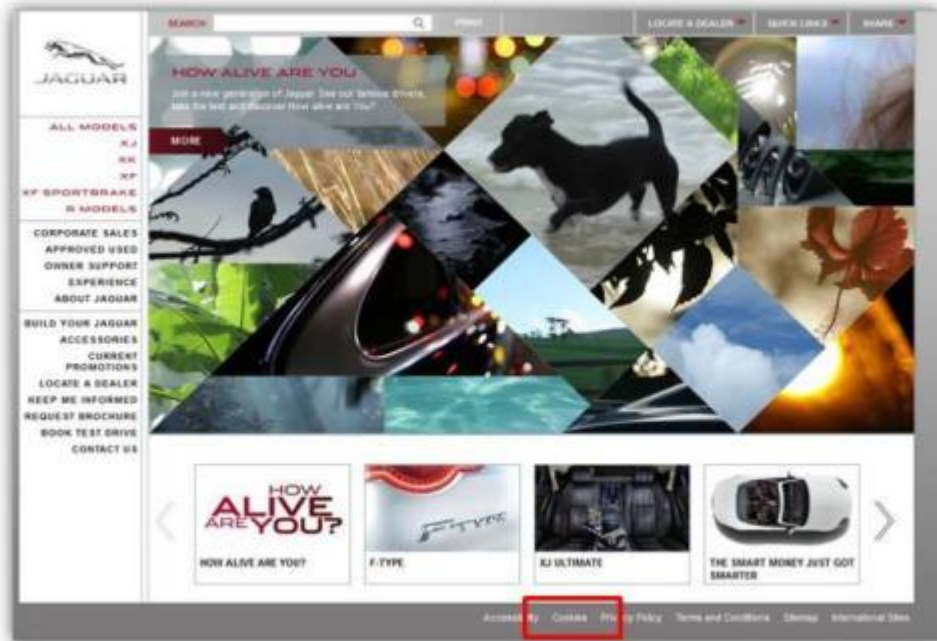
If you refuse a cookie it may prevent the proper operation of the site or even prevent your access to certain areas.

[back to top](#)

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JAGUAR UK



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JAGUAR UK

WHAT IS A COOKIE?

A cookie is a text-only string of information that a website transfers to the cookie file of the browser on your computer's hard disk so that the website can remember who you are. Cookies can help a website to arrange content to match your preferred interests more quickly - most major websites use cookies. Cookies alone cannot be used to identify you.

A cookie will typically contain the name of the domain from which the cookie has come, the "lifetime" of the cookie, and a value, usually a randomly generated unique number.

Two types of cookies are used on this website:

Session Cookies, which are temporary cookies that remain in the cookie file of your browser until you leave the site.

Persistent Cookies, which remain in the cookie file of your browser for much longer (though how long will depend on the lifetime of the specific cookie).

How cookies are used on this site and what information is collected?

Session Cookies are used:

- To allow you to carry information across pages of our site and avoid having to re-enter information.
- Within registration to allow you to access stored information.

Persistent Cookies are used:

- To help us recognise you as a unique visitor (using a number, you cannot be identified personally) when you return to our website.
- To allow us to tailor content or advertisements to match your preferred interests or to avoid showing you the same adverts repeatedly.
- To compile anonymous, aggregated statistics that allow us to understand how users use our site and to help us improve the structure of our website. We cannot identify you personally in this way.

Third Party Cookies

Third parties serve cookies via this site. These are used for the following purposes:

- To serve advertisements on our site and track whether these advertisements are clicked on by users.
- To control how often you are shown a particular advertisement.
- To tailor content to your preferences.
- To count the number of anonymous users of our site.
- To provide security within shopping baskets or transactions.

WEB BEACONS

Some of our Web pages may contain electronic images known as Web Beacons (sometimes known as clear gifs) that allow us to count users who have visited these pages. Web Beacons collect only limited information which includes a cookie number, time and date of a page view, and a description of the page on which the Web Beacon resides. We may also carry Web Beacons placed by third party advertisers. These Beacons do not carry any personally identifiable information and are only used to track the effectiveness of a particular campaign.

DISABLING AND ENABLING COOKIES

You have the ability to accept or decline cookies by modifying the settings in your browser. However, you may not be able to use all the interactive features of our site if cookies are disabled. Should you wish to be alerted before a cookie is accepted on your hard disk, guideline instructions follow below:

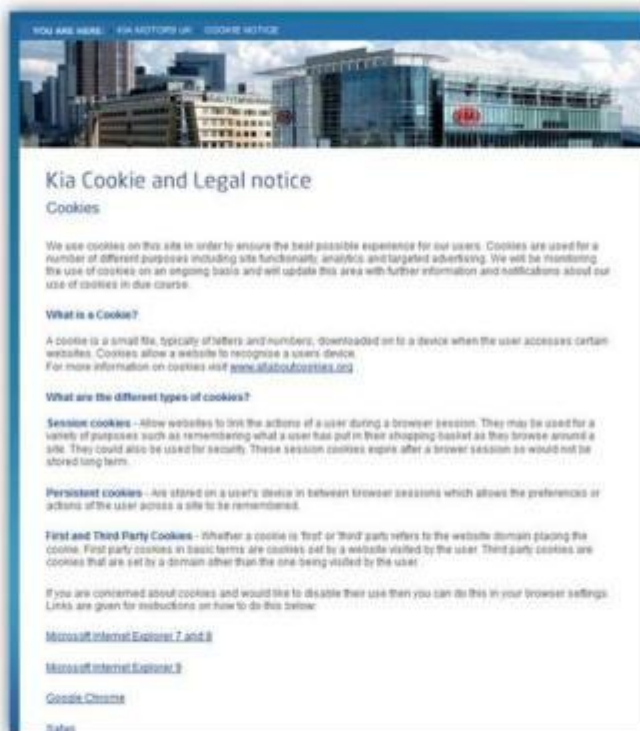
In Internet Explorer 7.0+:

Go to the Tools menu

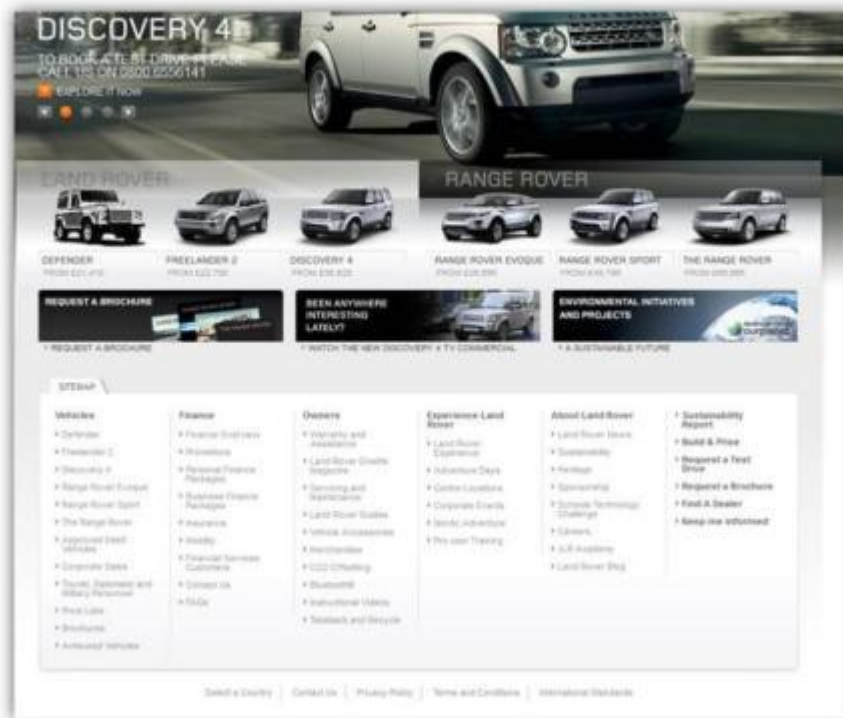
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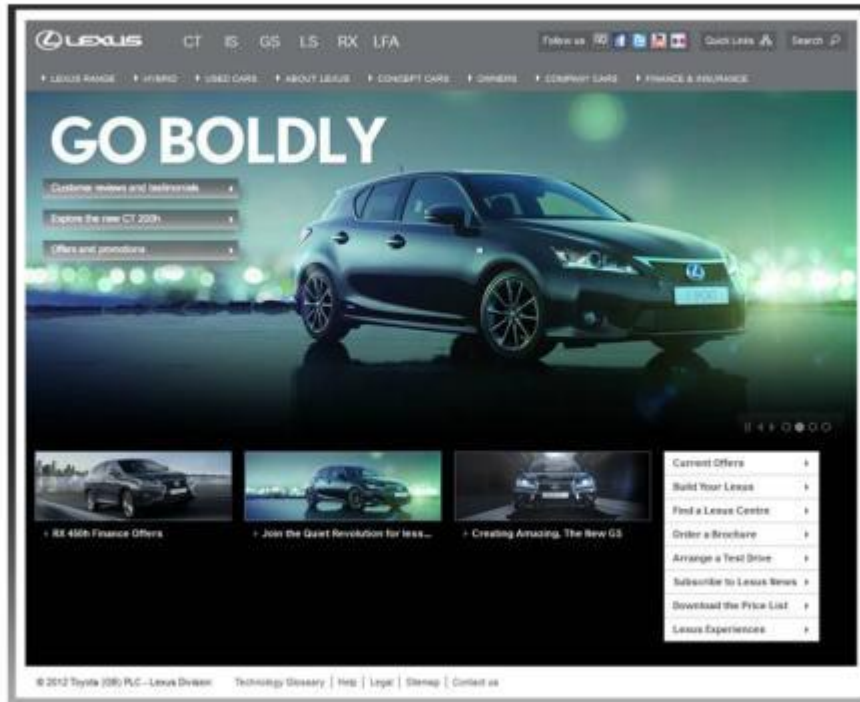
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USE OF "COOKIE" TECHNOLOGY

TME on its own behalf and on behalf of Lexus Division uses cookie technology to allow TME to trace the paths followed by you to the Lexus site, to help TME in registering user activity at the Lexus site and to evaluate and improve the Lexus site in order to make it more useful to you. TME does not register information on individual users through this technology, so no information about you in particular will be kept or used. Please note that you can set your browser not to accept cookies or warn you in case cookies are sent.

This site uses ClickTale web analytics service. ClickTale may record mouse clicks, mouse movements, scrolling activity as well as any text you type in this website. ClickTale does not collect personally identifiable information that you do not voluntarily enter in this website. ClickTale does not track your browsing habits across web sites which do not use ClickTale services. For more information see [Privacy Policy for Information Collected by the ClickTale Web Analytics Service](#). We are using the information collected by ClickTale service to make our website easier to use by continually improving the page layout and page interactions. You can choose to disable the Service at <http://www.clicktale.net/disable.html>

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MAZDA UK



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MAZDA UK

What are cookies?

Most websites record small amounts of information about your activity on the site. This information is in the form of a small text file and is known as a cookie. This is stored on your personal computer.

As we are always looking to give you the best possible experience, our site runs optimally with cookies enabled. They allow us to remember you when you return to our site as well as identify and resolve errors – giving you a faster, more personal experience. Additional data is only stored if volunteered by you, such as when you provide information through a test drive request.

Cookies can't harm your computer and we take the selection of all the third-party suppliers who may set cookies for marketing purposes very seriously.

Types of cookies used on this website:

The cookies used on this website are based on the International Chamber of Commerce guide for cookie categories. See below for more detailed information.

Category 1: 'Strictly Necessary' cookies

These cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website. Without these cookies, services you have asked for, such as a brochure cannot be provided.

This website uses 'Strictly Necessary' cookies which affect pages such as [Brochure Request](#) and [Test Drive](#) forms. This information is automatically deleted at the end of each session.

Category 2: 'Performance' Cookies

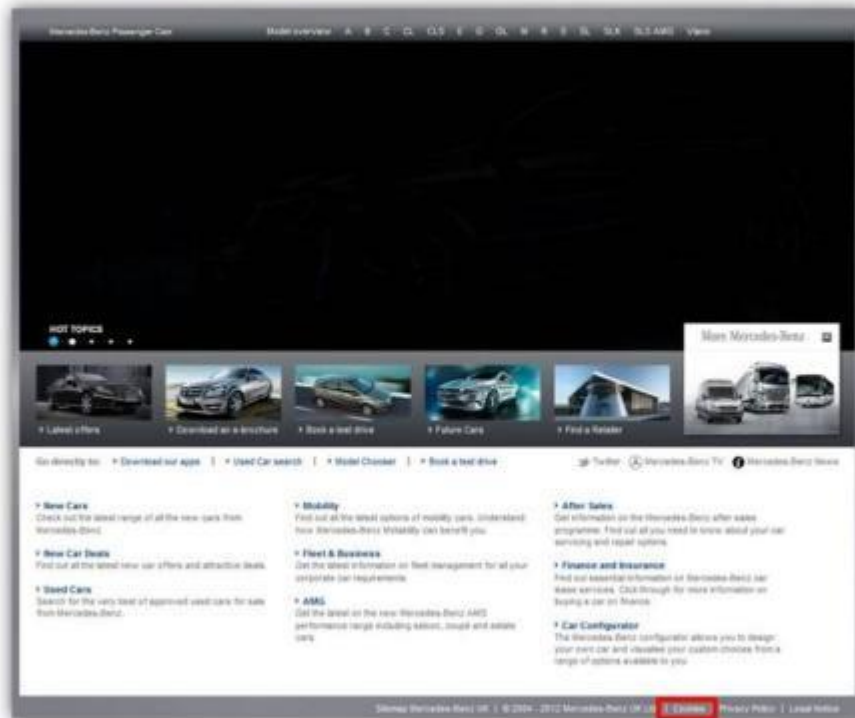
These cookies collect information about how visitors use a website, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how a website works.

The following Category 2 cookie is used on this website:

- [_utmc_sophus3.com](#)

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MERCEDES-BENZ UK



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MERCEDES-BENZ UK

Cookies Policy

The Daimler websites place cookies, which are small data files on your computer. This is standard practice for all websites.

Cookies are essential for helping us deliver a high quality website experience for our customers, and collect information about your browsing behaviour and your preferences.

By continuing to use and browse this website you consent to cookies being used in accordance with our policy.

If you do not consent you should disable cookies which may have an impact on the services which are provided by our website.

Daimler uses cookies to record the preferences of visitors, to enable us to optimise the design of our website. Cookies are small files which are stored on your hard drive. They ease navigation, and increase the user-friendliness of a website. Cookies also help us to identify the most popular sections of our website. This enables us to provide content that is more accurately suited to your needs, and in so doing improve our service. Cookies can be used to determine whether there has been any contact between us and your computer in the past. Only the cookie on your computer is identified. Personal details can be saved in cookies, provided that you have consented to this, for example, in order to facilitate secure online access so that you not need to enter your user ID and password again.

The cookies we use fall into the following categories:

Strictly Necessary Cookies

These cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website. Without these cookies services you have asked for cannot be provided.

Performance Cookies

These cookies collect information about how visitors use a website, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies do not collect information that identifies a visitor. All information is aggregated therefore anonymous. It is only used to improve how a website works.

Functionality Cookies

These cookies allow our website to remember choices you make

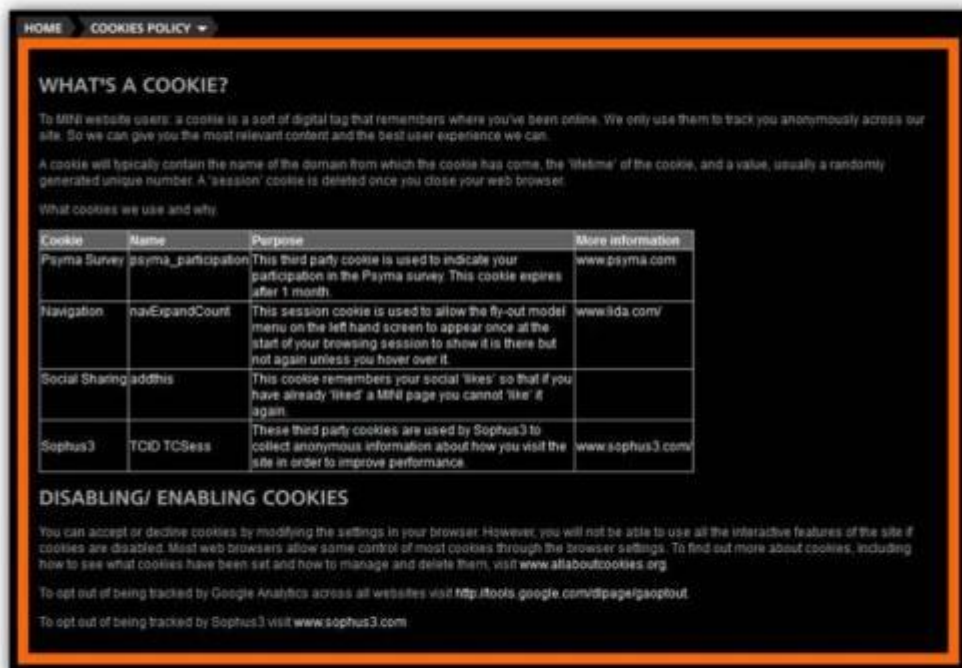
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MINI UK



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MINI UK



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Test drive any new Mitsubishi and be entered into a prize draw to win a Colt CZ1 3 door*

[Click for More Info](#)

*Terms and conditions apply

Mitsubishi Accessories

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All vehicle prices are List Prices. For passenger cars the List Prices include 10% of 20% and the cost of delivery to the dealer's premises, but exclude Government Road Fund Licence and First Registration Fee (FRF). For commercial vehicles the Commercial Vehicle List Prices (CVLSP) shown include the cost of delivery to the dealer's premises, but exclude VAT, Government Road Fund Licence and First Registration Fee (FRF). Government Road Fund Licence for passenger cars is variable between £2 and £1,000 depending upon the Vehicle Excise Duty Band, which is based on CO₂ emissions. Government Road Fund Licence for commercial vehicles is £275.

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The Mitsubishi range

Colt (Lancer) | Lancer Evolution | i-MiEV | Outlander | Shogun | L200 | ASX

Data protection

[Click here to see our privacy statement and data protection information.](#)

Legal information

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information in aggregate form (so that no individual user is identified by name) to audit usage of our sites and provide statistics to aid and inform the development of our marketing activity.

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We currently use information from cookies for the following purposes:

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You can delete cookies from your computer at any time however this will mean that any settings such as your stored username and password will have to be reset. You can set your internet browser so that it will not allow cookies to be stored on your computer. This may reduce functionality of the site and mean that certain features or content will not be available to you. Further information on how to prevent cookies from being stored on your computer can be found on <http://www.aboutcookies.org> under the "manage cookies" section. Alternatively go to the help menu within your internet browser.

From time to time we may permit third party companies to set cookies on our sites for purposes which may include market research or to improve functionality of the site.

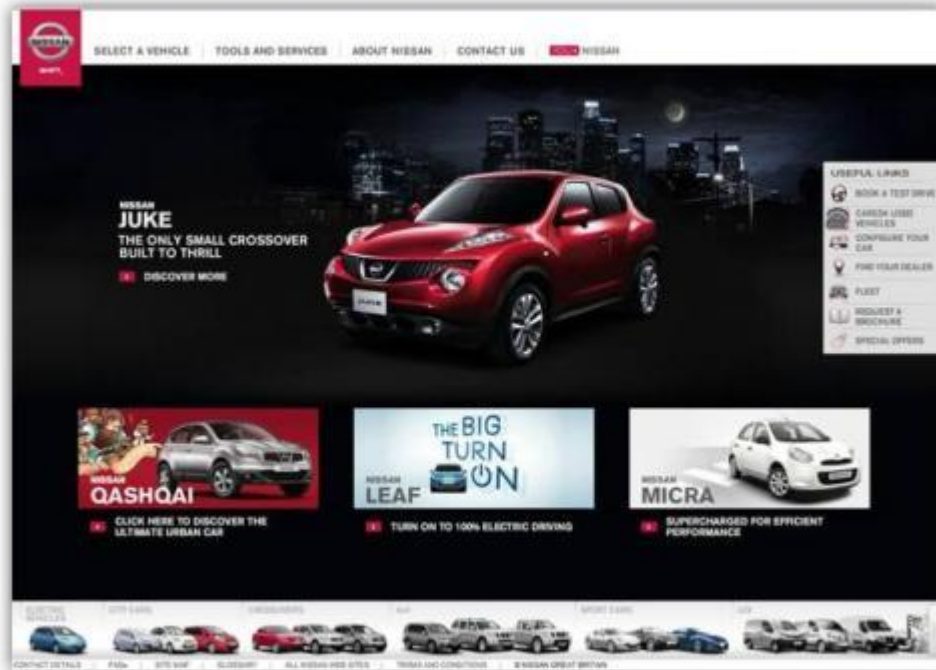
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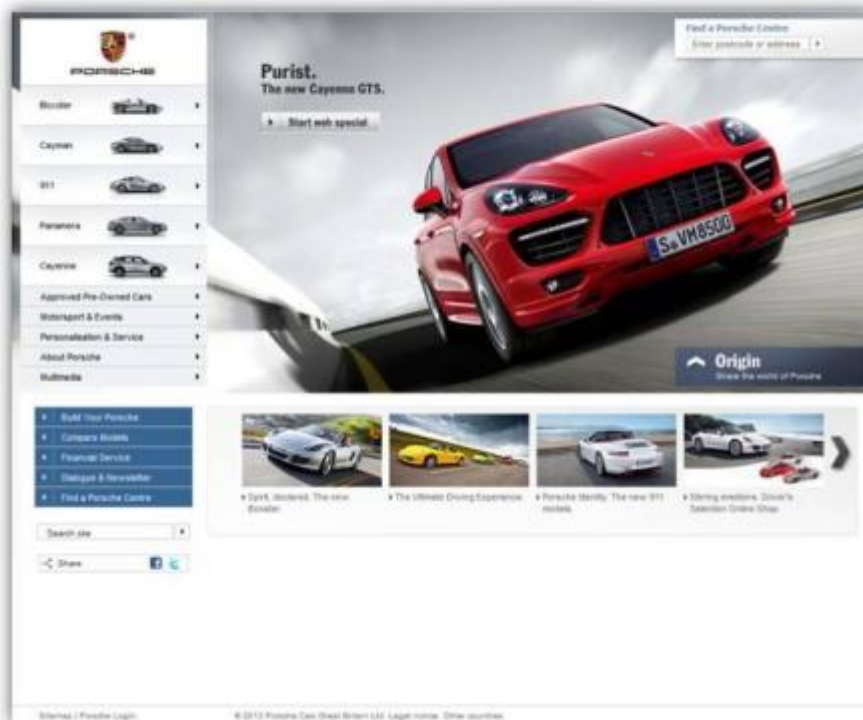
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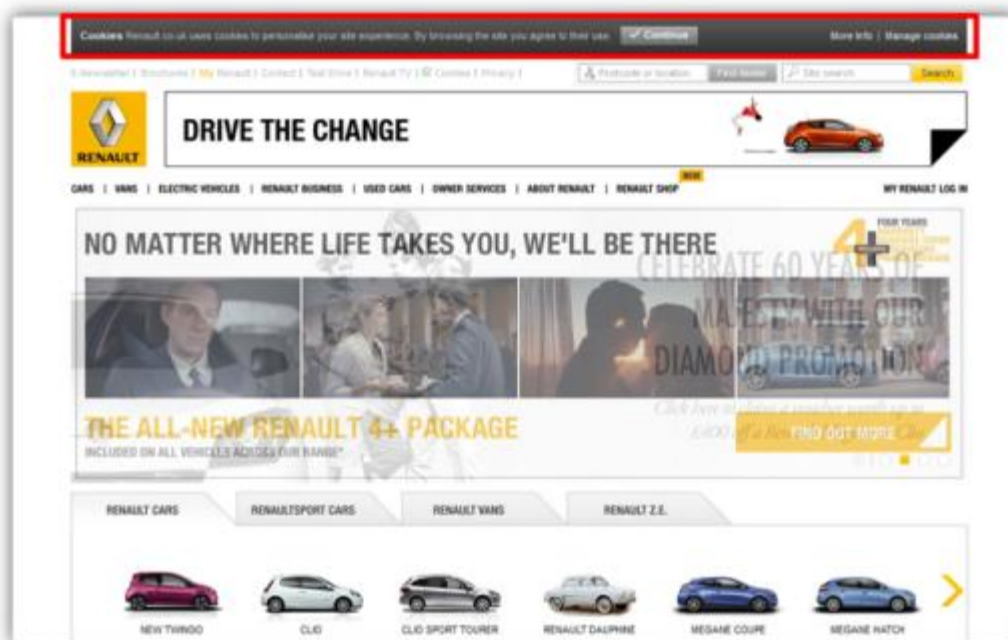
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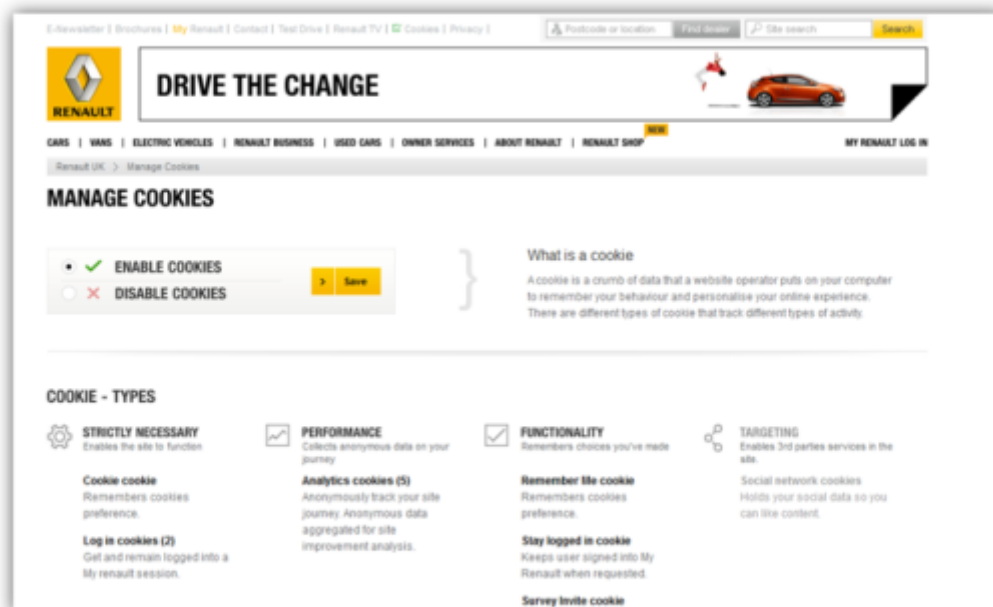
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Here's a list of the main cookies we use, and what we use them for:

Cookie name	Cookie purpose
s_cc s_event s_d s_dt s_prevPage s_prevChannel s_ip s_trigger s_trigger_ip s_vis s_vis	These cookies enable the function of our SiteCatalyst analytics software, supplied by our business partner Adobe. This software helps us take and analyse visitor information such as browser usage, new visitor numbers, response to marketing activity and visitation times. This is only to help improve your online experience so it's more tailored to your personal preferences. The data stored by these cookies is collected anonymously and can only be seen by the relevant teams at SEAT and Adobe, and never shows any confidential information.
Livechat	Stores your login information when you visit the site and utilize the live chat feature.
id _id	These cookies enable the function of DocuMetric analytics software. This software helps us take and analyse visitor information such as browser usage, new visitor numbers, response to marketing activity and visitation times. This is only to help improve your online experience so it's more tailored to your personal preferences.

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SKODA UK - Cookies Policy

What are Cookies?

Cookies are small text files that are placed on your computer (or mobile device) by the websites you visit. They allow websites to recognise your device and remember if you have visited the website before.

Cookies are a well-known web technology; widely used in order to make websites work, or work more efficiently, as well as to provide information to website owners. Cookies can also be used to measure which parts of a website people visit and customise their experience.

The cookies that are generated on the SKODA UK website help us to monitor and improve the websites performance for our users, whilst remaining non-intrusive in nature.

The cookies that are generated on the SKODA UK website store no personally identifiable data and pose no security risk to our website users.

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A cookie is a very small text document that can be placed by a website on a computer and some mobile phones when that website is visited. There are two types of cookies: "session" cookies, which are erased when you leave the site, and "persistent" cookies, which exist for longer.

We use cookies to record when and how people arrive at our website, whether they have visited the site before and how they make use of the site. This feedback helps us improve our website and improve your experience. We also allow our selected third party agencies to set cookies for easier content sharing and targeted advertising.

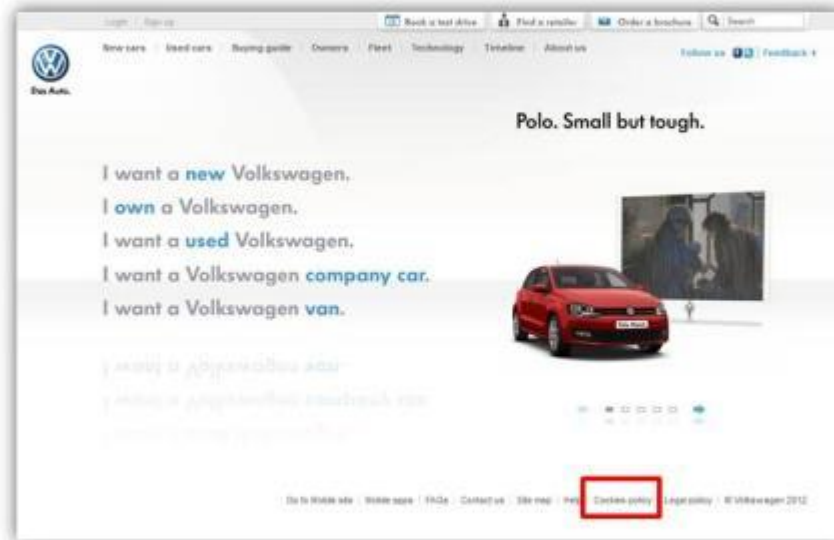
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Choose from the different types of cookie setting you wish to allow. Please note that essential site cookies cannot be turned off. For more information about cookies and how they are used on this site, please click the "See Cookie Policy" link below.

ESSENTIAL SITE COOKIES	SITE SUPPORT, IMPROVEMENTS AND ANALYTICS	SOCIAL MEDIA AND ADVERTISING
<p>Minimum required for the site to function correctly</p> <p>This website will only</p> <ul style="list-style-type: none"> ● Remember page to page information essential for completing forms ● Remember cookie settings 	<p>Used to improve your browsing experience</p> <p>This website will also</p> <ul style="list-style-type: none"> ● Locate your dealer with Google maps ● Remember your log-in details ● Offer live chat support ● Make sure your logged-in areas are secure ● Make sure the website looks consistent ● Capture website usage to further improve experience 	<p>Allow Toyota and selected partners to tailor advertising relevant to you.</p> <p>This website will also</p> <ul style="list-style-type: none"> ● View YouTube Content ● Share information to selected websites so advertising is more relevant to you ● Allow you to share pages with social networks like Facebook
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They allow the website to recognise your device and remember if you've been to the website before.

Cookies are very common web technology - most websites use cookies and have done for years. Cookies are widely used in order to make websites work more efficiently, as well as providing information to the owners of websites.

Cookies are used to measure which parts of the website people visit and to customise your experience. Cookies also provide information that helps us monitor and improve the website's performance.

You can read more about the different types of cookies that we use on this website on this page.

To find out more about cookies, including how to see what cookies have been set on your computer and how to manage and delete them, visit www.allaboutcookies.org

Cookie policy | Our cookies | Third party cookies

We use cookies to enhance the performance of our website and personalise your online Volkswagen experience.

Cookies help us to collect information on how people use our website and which pages they visit. It enables us to monitor the number of visitors and to analyse website usage patterns and trends.

We collect this information anonymously, so it doesn't identify anyone as an individual and no personal information is stored in our cookies. We always use cookie data in a responsible way.

Our aim is to continually improve the Volkswagen online experience. Cookies help to make our website work better and more efficiently. However, if you want to find out more on how to disable cookies you can do so here www.allaboutcookies.org.

Cookie name	Cookie purpose
set-uid set-uid	These cookies save visitors time when filling in forms by remembering the details entered and contact forms to allow pre-population of forms the next time.
l_vr l_vr l_vr l_vr l_vr	These cookies store website usage information to allow us to understand information such as browser usage, new visitor numbers and responses to marketing activity.
JSESSIONID	A Session cookie required by our web servers to respond to our actions. This cookie is required for the website to work.
pkid=123456	This cookie allows us to see how visitors have found their way to www.vw.co.uk .
testid=123456	This cookie helps us to optimise visitor experience by showing us how visitors are related from flash to HTML sections of www.vw.co.uk .

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Information About The Cookies We Use

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Essential Cookies

Cookie Name	Purpose
Mobile Redirect	This cookie will redirect you to the mobile website if you are using a mobile device
Data Capture Tool	This cookie is used to let us know that you have opened up a data capture form on our website. E.g. Test Drive, Brochure Request. No customer data is stored in this cookie
Configured Experience	This cookie is used to provide you with the most appropriate content in the 2 banners at the bottom of our website
Favourite Dealer	This cookie is used when you select a favourite dealer within our dealer locator

Performance, Advertising and Targeting Cookies

Cookie Name	Purpose
Google Analytics	These cookies are used to collect information about how visitors use our website. The data is collected anonymously and reports are compiled including number of visitors, time on page, and what pages were visited. For more information on the Google privacy law please click the following link www.google.com/latam/policies/privacy/
Sophus3	These cookies are used to collect information about how visitors use our website. The data is collected anonymously. For more information on Sophus3 privacy law please click the following link: www.sophus3.com/sophus3-data-protection-policy

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Sophus3 provides expert services and bespoke management information solutions to help our clients make better marketing decisions and increase their marketing return-on-investment. Sophus3's USP is to apply business data analytics and in-depth industry and subject matter knowledge to deliver uniquely effective information solutions for our clients. Sophus3 team members work closely with our clients to provide the right information to the right executive at the right time.

For information on hard-copy or electronic reprints, please contact Client Support:

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