

# Cookies Policy

Cookies are small text files placed on your device when you visit a website. They allow the site to recognise your device or browser across pages and sessions. There are several types:

- **Session cookies** – expire at the end of your browser session and link your actions during that visit only.
- **Persistent cookies** – remain on your device between sessions, allowing us to remember your preferences or actions across multiple visits.
- **First-party cookies** – set directly by West Heath Garage.
- **Third-party cookies** – set by external services such as Google Analytics or Microsoft Clarity.

We may also use web beacons (small graphic images) and similar technologies that work alongside cookies to help us understand user behaviour.

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## How We Use Cookies

Our use of cookies falls into the following categories:

### 1. Operationally Necessary

Essential to the operation of our website. These allow you to navigate our site and use core features, and cannot be switched off.

### 2. Performance & Analytics

Help us understand how visitors use our website – for example, which pages are visited most frequently. This information is used to improve our site.

### 3. Functionality

Allow us to offer enhanced features when accessing our site, such as remembering your preferences or consent choices.

### 4. Advertising & Targeting

Used to deliver content and advertisements relevant to your interests, both on our site and on third-party platforms. You can opt out of these via your browser or device settings.

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## Cookies Used on This Website

The table below lists the specific cookies currently active on the West Heath Garage website, including their purpose and provider.

Cookie Name	Category	Provider	Purpose
<b>_ga</b>	Analytics	Google Analytics	Associates with Google Universal Analytics – used to distinguish users and sessions.
<b>_ga_S43PNF6BNE</b>	Analytics	Google Analytics	Used by Google Analytics to persist session state.
<b>_ga_G9TEH526CL</b>	Analytics	Google Analytics	Used by Google Analytics to persist session state.
<b>_ga_S9HBJNPH8E</b>	Analytics	Google Analytics	Used by Google Analytics to persist session state.
<b>_clck</b>	Analytics	Microsoft Clarity	Tracks user interactions and engagement to improve user experience and website functionality.
<b>_clsk</b>	Analytics	Microsoft Clarity	Associated with Microsoft Clarity. Stores session information and combines page views into a single user session for analytics purposes.
<b>_ls_cache_vary</b>	Functional	Site	Functional cookie related to caching. Does not track users.
<b>cc_cookie</b>	Functional	Site	Stores the user's cookie consent status. Functional only, does not track.
<b>cc_youtube</b>	Functional	Site	Stores cookie consent status specifically for YouTube embeds. Functional only, does not track.

Please note: widgets, YouTube videos, and other third-party embeds added to pages may also create their own cookies. We review these on an ongoing basis.

### Third-Party Service Providers

We work with authorised third-party service providers, including Google and Microsoft, who may place cookies on your device via our website. These providers are subject to their own privacy policies and confidentiality agreements with us. We do not permit them to collect your personal information for their own unrelated purposes.

For information on how Google uses data from sites that use its services, visit [Google's Privacy & Terms](#). For Microsoft Clarity, visit [Microsoft's Privacy Statement](#).

### Your Cookie Choices

You are free to block, delete, or disable cookies at any time through your browser or device settings. Please note that doing so may affect the functionality of certain features on our website.

For general information on managing cookies, visit [AboutCookies.org](#). Browser-specific instructions:

- Google Chrome
- Mozilla Firefox
- Safari (macOS & iOS)

- Microsoft Edge / Internet Explorer

To opt out of interest-based advertising by third parties, you can also visit [Your Online Choices](#) or [About Ads](#).

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## **Security**

Where possible, security measures are in place to prevent unauthorised access to our cookies and similar technologies. A unique identifier ensures that only we and/or our authorised service providers have access to cookie data. We do not store personal information within cookies themselves.

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## **Updates to This Policy**

We may update this Cookies Policy from time to time. When we do, we will revise the date at the top of this page. We encourage you to review this policy periodically to stay informed about how we use cookies.

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## **Contact Us**

If you have any questions about this Cookies Policy or our use of tracking technologies, please get in touch with us via the contact details on our website.

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