

Luxo Motors Ltd – Website Cookie Policy

This Cookie Policy explains how Luxo Motors Ltd ("we", "our", "us") uses cookies and similar tracking technologies on our website, www.luxomotors.co.uk ("Website").
By using our Website, you agree to the use of cookies in accordance with this policy and the preferences you select through our cookie consent platform.

1. What Are Cookies?

Cookies are small text files containing small amounts of information which are downloaded and placed on your computer, tablet, or mobile device when you visit a website. They are useful because they help websites function correctly, improve user experiences, analyse visitor behaviour, and support marketing and advertising activities.

Cookies may be categorized by their duration and source:

- **Session Cookies:** Temporary cookies that are automatically deleted when you close your web browser.
- **Persistent Cookies:** Cookies that remain on your device until they reach a specified expiration date or are manually deleted.
- **First-Party Cookies:** Cookies set directly by Luxo Motors Ltd.
- **Third-Party Cookies:** Cookies set by external service providers and partner platforms embedded within our site.

2. The Categories of Cookies We Use

We classify our cookies into the four distinct functional categories outlined below.

Cookie Category	Purpose & Utility	Managed by Consent?
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Strictly Necessary Cookies	Essential for core operation, security, and digital functionality. They maintain website security, remember basic banner consent preferences, and protect online forms.	No. Cannot be disabled via our preference centre as the site cannot function without them.
Analytics Cookies	Help us understand how visitors interact with our site by collecting aggregated data on pages viewed, time spent, traffic sources, and device types.	Yes. Only activated after you give explicit consent via our cookie banner.

Functional Cookies	Allow the Website to remember choices you make (such as custom settings or form configurations) to provide an enhanced, personalized browsing experience.	Yes. Only activated after you give explicit consent via our cookie banner.
Marketing & Advertising Cookies	Used to measure the performance of our digital advertising campaigns and deliver relevant, tailored advertisements to you on third-party platforms.	Yes. Only activated after you give explicit consent via our cookie banner.

3. Specific Third-Party & Functional Implementations

Google Analytics 4 (GA4)

We use Google Analytics 4, a prominent web analytics service provided by Google LLC. Google Analytics uses cookies to collect information regarding Website usage, user journeys, and platform performance.

The information generated is collected in an aggregated, anonymous format that does not directly identify individual visitors, and it is transmitted to and stored by Google in accordance with Google's privacy practices. You can learn more about how Google processes information by visiting [Google's Privacy Policy](#).

Vehicle Finance Enquiry & Application Forms

Our Website provides direct access to digital vehicle finance enquiry and eligibility application forms. Cookies and similar secure session technologies are deployed within these forms to:

- Maintain strict security protocols during data entry.
- Mitigate and prevent fraudulent bot submissions.
- Ensure multipage form functionality remains intact.
- Safely record your submission preferences.

Information explicitly submitted by you through these finance applications is processed and transferred onwards to our authorized third-party finance brokers, as detailed extensively in our primary Business Privacy Policy.

4. Controlling Your Cookie Preferences

Cookie Consent Management Platform

When you first visit our Website, you will be presented with a cookie consent banner. This interface allows you to:

- **Accept All:** Activates all cookie categories, including analytics and tracking.
- **Reject All:** Blocks all non-essential cookies, running the site purely on Strictly Necessary cookies.
- **Customise Preferences:** Allows you to granularly toggle Analytics, Functional, or Marketing cookies on or off.

Your preferences are safely stored using a dedicated, secure consent cookie. You can modify, adjust, or completely withdraw your consent at any target time by clicking the "**Cookie Settings**" link located in the footer of our Website.

Managing Cookies via Your Browser

In addition to our on-site settings tool, most mainstream web browsers (such as Google Chrome, Safari, Microsoft Edge, and Mozilla Firefox) allow you to control cookies through their core system settings. You can configure your browser to view stored cookies, delete your browser cookie history, or block specific third-party cookies entirely.

Please note that if you choose to block all cookies via your browser, certain parts of our Website and finance forms may experience reduced functionality.

5. Regulatory & Legal Basis

In strict accordance with the UK General Data Protection Regulation (UK GDPR) and the Privacy and Electronic Communications Regulations (PECR):

- **Strictly necessary cookies** are utilized based on our legitimate interest to operate a safe, functional digital business platform.
- **Analytics, functional, and marketing cookies** are strictly governed by user choice and are never deployed unless you have provided explicit, affirmative consent.

Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in legal requirements, underlying technology, or our motor trade business practices. Any updates will be instantly published on this page together with a revised "Last updated" marker.

6. Contact Us

If you have any questions regarding this Cookie Policy or how we handle tracking technologies, please contact our data management desk:

- **Legal Entity:** Luxo Motors Ltd
- **Email Address:** sales@luxomotors.co.uk
- **Telephone:** 01992 661880
- **Physical Address:** Jacks Hatch Garage, Epping Green Road, Epping, Essex, CM16 6QA

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