

# Cookie Policy

**Last Updated:** 1/6/26

## What Are Cookies?

Cookies are small text files that are stored on your computer, tablet or mobile device when you visit a website. They help websites function properly, improve user experience, and provide information about how visitors use the site.

By continuing to use our website, you consent to our use of cookies in accordance with this Cookie Policy, unless you choose to disable them.

## Who We Are

Your Vans Direct (“we”, “our”, “us”) uses cookies to improve the functionality and performance of our website and to help us understand how visitors interact with our services.

## Types of Cookies We Use

### Essential Cookies

These cookies are necessary for the website to function correctly and cannot be switched off in our systems.

They may be used to:

- Remember your privacy preferences
- Enable website security features
- Process online forms and enquiries
- Maintain website functionality

Without these cookies, certain parts of the website may not operate correctly.

### Analytics Cookies

These cookies help us understand how visitors use our website by collecting anonymous information such as:

- Number of visitors
- Pages viewed
- Time spent on the website
- Traffic sources
- User journeys

This information helps us improve our website and customer experience.

We may use services such as:

- Google Analytics
- Google Search Console
- Microsoft Clarity

## Marketing Cookies

Marketing cookies help us display relevant advertisements and measure the effectiveness of our marketing campaigns.

These cookies may be placed by:

- Google Ads
- Meta (Facebook and Instagram)
- LinkedIn
- Other advertising partners

These cookies may track your browsing activity across different websites.

## Functional Cookies

These cookies allow our website to remember choices you make, such as:

- Saved preferences
- Previously viewed vehicles
- Form information
- Website customisation settings

## Third-Party Cookies

Some cookies may be set by third-party providers whose services appear on our website.

Examples may include:

- Google
- Meta
- Microsoft
- Live chat providers
- Finance application providers
- Website hosting and analytics services

These providers have their own privacy and cookie policies which govern their use of data.

## Managing Cookies

You can control and manage cookies in several ways:

### Cookie Preferences

When you first visit our website, you will be given the opportunity to accept, reject or customise your cookie preferences.

### Browser Settings

Most web browsers allow you to:

- View stored cookies
- Delete cookies
- Block cookies
- Set preferences for certain websites

Please note that disabling certain cookies may affect website functionality.

Useful guidance can be found at:

[www.aboutcookies.org](http://www.aboutcookies.org)

## How Long Cookies Are Stored

Some cookies are deleted when you close your browser (session cookies).

Others remain on your device until they expire or are manually deleted (persistent cookies).

The retention period varies depending on the purpose of the cookie.

## Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in technology, legislation or our services.

Any updates will be published on this page.

## Contact Us

If you have any questions regarding this Cookie Policy, please contact:

Your Vans Direct

[Address]

[info@yourvandirect.co.uk](mailto:info@yourvandirect.co.uk)

[Telephone Number]

[www.yourvandirect.co.uk](http://www.yourvandirect.co.uk)