



## **COOKIES POLICY**

## **Tootle Cookies policy**

Please note that the Tootle website (the "**Website**"), operated by Online Auto Sales Ltd (a company registered in England and Wales with company number 09325623, having its registered office at 8 Greencoat Place, London, SW1P 1PL ("**Tootle**", "**We**", "**Us**") uses cookies and other similar technologies.

This cookies policy describes;

- what cookies are;
- why cookies are used;
- which cookies are used on the Website;
- how you can manage cookies used on the Website; and
- changes to this cookies policy.

### **What are cookies?**

A cookie is a small file of letters and numbers that We store on your browser or the hard drive of your device, when you visit the Website. Cookies collect information which then allows the Website to perform certain actions; from recognising your device, through to tracking your preferences.

Some cookies may collect personal data about you and where they do, the collection and use of your personal data will be governed by our Privacy Policy, which you can find here: [www.tootle.co.uk/privacypolicy](http://www.tootle.co.uk/privacypolicy).

You can find more general information about cookies at: [www.allaboutcookies.org](http://www.allaboutcookies.org).

### **Why use cookies?**

Cookies do lots of different jobs, but we want you to understand the different types of cookies that are used on the Website:

- **Analytical cookies:** these cookies allow Us to recognise and count the number of visitors and to see how visitors move around the Website when they are using it. This helps Us to improve the way our Website works; for example, by ensuring that users are finding what they are looking for easily.
- **Strictly necessary cookies:** these are cookies which are strictly necessary to provide a service, or to comply with legal requirements; for Us, they are required for the operation of our Website. They include, for example, cookies that enable you to log into your account on the Website, to create listings on our Website (if you are a seller) or to browse listings on our Website (if you are a dealer).
- **Functionality cookies:** these cookies recognise you when you return to the Website and they remember your choices to improve your experience, for example, to greet you by name, to remember your choice of language and the region you are in. The aim of these cookies is to provide you with a more personal experience so that you don't have to reset your preferences each time you visit.

- **Targeting cookies:** these cookies record your visit to our Website, the pages you have visited and the links you have followed. We will use this information to make our Website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties (such as marketing agencies) to help reach people who may be interested in using our services, or who may previously have used our services but have not done so for a while.

### Which cookies are used on the Website?

We explain, in this section, which cookies we use on the Website and why:

- **Google Analytics:** We use Google Analytics cookies to track the movement of users across the site, page views, journeys, funnels etc. This information allows us to understand individual behaviours and needs more accurately, allowing us to give you a better experience while using Tootle. For more information on how Google uses the data collected via this service, see here: <http://www.google.com/policies/privacy/partners/>. To opt out of being tracked via Google Analytics, you can also use Google's opt-out browser add-on: <https://tools.google.com/dlpage/gaoptout>.
- **Google Optimise:** We use Google Optimise to allow us to test different versions of our Website with different users. This allows us to use data to improve the usability of our site and give you a better experience with Tootle.
- **DoubleClick:** We are linking the data collected in Google Analytics with data collected via the Google Doubleclick cookie, utilising a feature called 'advertising features.' In practice, this means that when you visit our website(s) we will collect the value of the Doubleclick advertising cookie (if one exists on your browser) within Google Analytics. This feature allows us to link information collected in Google Analytics with Google's Display network, to enable re-marketing campaigns on this network, as well as enabling us to collect basic (anonymous) demographic information about our website users. You can opt out of Doubleclick campaigns here - <http://google.com/settings/ads>.
- **Bing:** We use Bing to target advertising for our site and direct users to us. We store the cookie to allow us to track which channels have been used to access our site.
- **Hotjar:** We are using Hotjar to track cursor movements and clicks on our site, to enable us to provide a better user experience. The data is used by us to gather data about users' behaviour.
- **Lucky Orange:** We are using Lucky Orange to track cursor movements and clicks on our site, to enable us to provide a better user experience. The data is used by us to gather data about users' behaviour.
- **Olark Live Chat Service:** We use a third party supplier (Olark) to provide the Live Chat Service. The cookies are used to manage your live chat session, to track your preferences and to personalise your experience. You may disable persistent cookies. However, if you disable the session cookie you will not be able to use the Live Chat Service. If you wish to find out more about the supplier's use of cookies, please refer to their privacy policy at <https://www.olark.com/privacy-policy>.

### **How can you manage cookies on the Website?**

You may block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. If you do disable some or all cookies, you may find that certain parts of the Website do not work at all, or do not work correctly.

Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies as soon as you visit our Website.

### **Changes to this cookies policy**

From time to time, we may make changes to this cookies policy. If we decide to do so, we will post the changes on the Website, so that you are always aware of what cookies or other similar technologies we use and how we use them. If we need to, we will e-mail you with details of those changes and/or ask you to confirm that you are happy with them.

### **Contact details**

If you have any questions, comments or requests relating to cookies or similar technologies, then please contact Us at [hello@tootle.com](mailto:hello@tootle.com).