

COOKIE POLICY

Last updated: February 2026

1. Introduction

This Cookie Policy explains how **Harris Bus & Coach** (“we”, “us”, “our”) uses cookies and similar technologies on our website. It forms part of our legal obligations under the Privacy and Electronic Communications Regulations (PECR) and the UK GDPR, as well as good practice required for UK websites.

By law, we must:

- Tell you what cookies we use and why.
- Obtain your **consent** before setting any non-essential cookies (such as analytics or marketing cookies).
- Make “Reject All” as easy as “Accept All.”
- Allow you to withdraw or change your consent at any time.

We take our website compliance seriously as part of our broader website governance obligations, which include security, privacy, and mandatory legal disclosures.

2. What Are Cookies?

Cookies are small text files stored on your device when you visit a website. They help the site function, remember your settings, improve performance, and in some cases provide anonymous analytics or marketing insights. We also use technologies similar to cookies, including tracking pixels, tags, local storage, and analytics scripts.

3. Types of Cookies We Use

A. Strictly Necessary Cookies (No consent required)

These cookies are essential for the operation of our website e.g., enabling security, navigation, load-balancing, cookie-banner functionality, or session management.

Examples include:

- Cookies required to log into secure areas
- Security cookies used to prevent fraud or misuse
- Load-balancing cookies supporting server performance

B. Performance & Analytics Cookies (Consent required)

These cookies help us understand how visitors use our website, for example:

- Page views
- Traffic sources

- Device/browser data
- Time spent on pages

They help improve our online services. Analytics cookies will not run unless you consent through the cookie banner. Under PECR, analytics cookies are treated as non-essential unless falling under a narrow exemption, and our organisation follows the strict-consent model referenced in our website compliance documents.

C. Functional Cookies (Consent required)

Functional cookies enhance your experience, such as:

- Remembering preferences (language, region)
- Maintaining user-selected settings

They are optional and disabled by default unless you choose otherwise.

D. Advertising & Targeting Cookies (Consent required)

We may partner with third-party platforms to deliver relevant adverts or measure campaign effectiveness.

These cookies:

- Track browsing across sites
- Build anonymised interest profiles
- Help limit repeated advertising

We will **never** set these cookies without your explicit consent.

4. Third-Party Cookies

Some cookies are set by third parties such as analytics providers or embedded services.

Examples may include:

- Analytics platforms (e.g., Google Analytics)
- Social media plugins
- Embedded video or mapping services
- Security or fraud-prevention tools

Where third-party cookies are used, you will see them listed in the cookie banner before you consent.

5. Legal Basis for Using Cookies

Our use of cookies is governed by:

- PECR (Privacy and Electronic Communications Regulations 2003)
- UK GDPR, which governs how any collected personal data is processed
- DUA 2025 updates, which may modify cookie obligations during 2026 (we will update this policy to reflect any new ICO guidance)

Our internal website compliance requirements identify cookie policies and consent banners as mandatory components of our websites.

6. How We Obtain Your Consent

When you first visit our website, you will see a cookie banner that:

- Provides clear information
- Allows you to “Accept All,” “Reject All,” or “Manage Preferences”
- Remains compliant with ICO expectations for transparency and choice

We do not:

- Use pre-ticked boxes
- Bundle multiple purposes into a single choice
- Make consent a condition of using the site (except for strictly necessary cookies)

7. How You Can Manage or Withdraw Consent

You may change your cookie preferences at any time by:

- Clicking “Cookie Settings” in the footer
- Adjusting your browser settings
- Clearing cookies from your device

Removing or blocking cookies may affect some site features.

8. Data Collected via Cookies

Depending on your consent choices, cookies may collect:

- Device type and browser information
- IP address (anonymised where possible)
- Website navigation behaviour
- Interaction patterns (clicks, views, scroll activity)
- Session identifiers

Any personal data collected via cookies is processed in accordance with our **Privacy Notice** and the data protection principles we apply internally.

9. Retention of Cookie Data

Cookie lifetimes vary depending on their function:

- Session cookies: deleted when you close your browser
- Persistent cookies: retained for a defined period (e.g., 1–24 months)

Retention periods for each cookie type can be found in the full cookie list displayed in the cookie banner.

10. Website Security and Cookies

As part of our internal website governance, we maintain strong website security controls including HTTPS encryption, access controls, and monitoring.

Some security cookies may be strictly necessary to:

- Authenticate sessions
- Prevent malicious activity
- Protect user accounts

These do not require consent.

11. Updates to This Cookie Policy

We review our cookie practices regularly to ensure ongoing compliance with:

- PECR
- UK GDPR
- ICO guidance updates
- DUAA 2025 amendments rolling into 2026

We recommend checking this policy periodically for updates.

12. Contact Us

If you have any questions about this Cookie Policy or our use of cookies, you may contact info@harrishiger.co.uk.