

# Cookie Policy

**Last updated: 25 March 2026**

This Cookie Policy explains how **Wild River Campers** (“we”, “us”, “our”) uses cookies and similar technologies on our website.

It should be read alongside our **Privacy Policy**, which explains how we collect and use personal information more generally.

## 1. What are cookies?

Cookies are small text files placed on your device when you visit a website. They help websites work properly, remember your preferences, improve performance and understand how people use the site. The ICO describes cookies as small files downloaded to a device when someone visits a website.

## 2. Why do we use cookies

We may use cookies and similar technologies to:

- make our website work properly;
- remember your settings and preferences;
- improve the performance and functionality of the site;
- understand how visitors use our website;
- measure the effectiveness of our marketing;
- Help us improve the experience for people looking at campervan hire or bespoke conversions.

## 3. Types of cookies we may use

### Strictly necessary cookies

These cookies are essential for the website to function properly. They may be used for things like security, page navigation, form submission, and remembering cookie preferences.

Because these cookies are necessary for the website to operate, they do not usually require consent under the cookie rules.

### **Analytics or performance cookies**

These cookies help us understand how visitors use our website, such as which pages are visited most often and how people move around the site. This helps us improve the website and the customer experience.

Where these cookies are not strictly necessary, we will ask for your consent before using them. The ICO says users should be able to turn non-essential cookies on or off easily, and that valid consent requires a clear, deliberate action.

### **Functionality cookies**

These cookies allow the website to remember choices you make, such as saved preferences, and may provide enhanced features.

Depending on how they are used, these may require consent.

### **Advertising or targeting cookies**

These cookies may be used to deliver relevant adverts, limit how often you see an advert, or measure the effectiveness of advertising campaigns. They may also be set by third-party advertising or social media services.

These cookies are not essential and will only be used where you have given consent. The ICO highlights the need for clear and specific consent, especially for more privacy-intrusive cookies such as behavioural tracking.

## **4. Consent to use cookies**

When you first visit our website, you may see a cookie banner or preference tool that lets you choose whether to accept or reject non-essential cookies.

We will not place non-essential cookies on your device unless you have given your consent.

You can also change or withdraw your cookie preferences at any time using our cookie settings tool (if available) or adjusting your browser settings.

The ICO states that continuing to browse a website is not enough to show consent, and that consent for non-essential cookies must meet the UK GDPR standard.

## **5. Third-party cookies**

Some cookies may be placed by third-party services we use on our website. Depending on how your site is set up, these may include services such as:

- Google Analytics;
- Google Ads;
- Meta Pixel;
- Instagram or Facebook embeds;
- YouTube or video embeds;
- booking or calendar tools;
- live chat tools.

These third parties may collect information about your use of our website in line with their own privacy and cookie policies.

## 6. Managing cookies

You can control cookies in several ways:

- by using our cookie banner or preferences tool;
- by changing your browser settings to block or delete cookies;
- by using opt-out tools provided by certain third parties.

Please note that blocking some cookies may affect how the website functions and may limit certain features.

## 7. List of cookies we may use

Cookie Type	Purpose	Essential	Example Duration
Cookie consent	Remembers your cookie choices	Yes	6–12 months
Session/security cookies	Helps the website function securely	Yes	Session
Analytics cookies	Tracks website usage and performance	No	Up to 24 months
Functionality cookies	Remembers settings or preferences	Usually no	Varies
Advertising cookies	Helps measure or personalise ads	No	Varies

If your website uses a cookie banner platform, website builder, analytics tool or pixel, it may provide an exact cookie list you can paste in here.

## **8. Changes to this Cookie Policy**

We may update this Cookie Policy from time to time to reflect changes in the law, our website, or the cookies we use.

Any updates will be posted on this page with a revised “Last updated” date.

## **9. Contact us**

If you have any questions about our use of cookies, please contact:

**Wild River Campers**

11B Wilne Road, Sawley, Nottingham, NG10 3AL

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

07756 990392

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