Privacy and Cookies Policy

At UK Assistance Accident Repair Centres Limited we are aware of the trust you place in us and our responsibility to protect your information. This notice describes who we are, why we need to collect your information and how we will use it. We will tell you who we share your information with and how we use it to improve our website and the service we provide to our customers.

We are committed to protecting your privacy and we promise to treat it securely, fairly and lawfully.

We at UK Assistance Accident Repair Centres Limited may share data with U K Insurance Limited owned brands; Direct Line Insurance, Churchill Insurance, Privilege and Green Flag, who we are all part of the same Group.

If we collect any personal information through our website, we will be up front about how we will be using it. We will make it clear why we collect it and will explain what we intend to do with it.

When you visit our website we use cookies and other similar technologies to collect anonymous information so that we can improve your experience when you use our services. This allows us to:

•Remember your preferences

•Let you navigate between pages efficiently

•Make our websites work

•Improve the efficiency of our website

•Help us to arrange content to match your preferred interests more quickly

•Collect statistical information to assist us and our partners to learn how customers use our and their products

What are cookies and what other technologies will we use?

"Cookies" - A cookie is a small piece of information which is sent to your browser and stays on your computer or mobile device when you visit our website. Cookies do not damage your device they are merely used to 'remember' you when you visit again. Cookies alone cannot be used to identify you.

A cookie will transport information about how you use our website to us, such as the time that the current visit occurred, whether the visitor has been to the site before and what site referred the visitor to the web page. The cookie itself does not keep any of the data it collects.

Cookies within mobile applications

We only use essential cookies within our mobile applications. You cannot opt-out or delete these cookies as they are critical to the functionality of the application. These cookies are not shared with any other application on your mobile device.

How to refuse cookies and local storage in your browser

The use of cookies and local storage can be prevented by changing your internet browser settings. Different browsers have different procedures for disabling the use of cookies and local storage, so please refer to your browser vendor's website for details on how to do this.

Further information on cookies

If you would like further information on cookies, please go to:

http://www.aboutcookies.org/

http://www.allaboutcookies.org

http://www.youronlinechoices.com/uk/

http://diveintohtml5.info/storage.html

What types of cookies do we use?

The only cookies in use on our site are for Google Analytics. Google Analytics is a web analytics tool that helps us understand how visitors engage with our website. Google Analytics customers can view a variety of reports about how visitors interact with their website so that they can improve it.

Google Analytics uses first-party cookies to track visitor interactions; they are used to collect information about how visitors use our site. We then use the information to compile reports and help us improve our site.

Google Analytics collects information anonymously. It reports website trends without identifying individual visitors. You can opt out of Google Analytics without affecting how you visit our site – for more information on opting out of being tracked by Google Analytics across all websites you use, visiting http://tools.google.com/dlpage/gaoptout