



Cookie Policy

1. COOKIES

POLICY

www.theprivatecharter.co.uk (“our website”) is operated by, a Limited Company business whose primary business address is at Unit 24, Wilford Business Park, Wilford, Nottingham.

NG11 7EP, trading as The Brand Essentials (“we”, “us”, “our”).

Our website uses cookies. This policy explains what cookies we use and why. If you would like to contact us about our use of cookies, please email us at info@theprivatecharter.co.uk

2.

PLEASE READ CAREFULLY BEFORE USING OUR WEBSITE – BY CONTINUING TO BROWSE OUR WEBSITE, YOU ARE AGREEING TO OUR USE OF COOKIES

3. INFORMATION ABOUT OUR USE OF COOKIES

1.1 A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer, if you agree. Cookies contain information that is transferred to your computer's hard drive.

1.2 www.theprivatecharter.co.uk uses cookies to distinguish you from other users of our website.

This helps us to improve our website and provide you with a good experience when you browse.

1.3 By continuing to browse our website, you are agreeing to our use of cookies.

4. WE USE THE FOLLOWING COOKIES

4.1 “Strictly Necessary Cookies”

2.1.1 Strictly Necessary Cookies are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart, or make use of e-billing services.

4.2 “Analytical/Performance Cookies”

2.2.1 Analytical/Performance Cookies allow us to recognise and count the number of visitors and to see how visitors move around our 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.

4.3 “Functionality Cookies”

2.3.1 Functionality Cookies are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name, and remember your preferences. For example, your choice of language or region.

4.4 “Targeting Cookies”

2.4.1 Targeting 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 for this purpose.

5. THIRD PARTY COOKIES

3.1 Please note that third parties, for example, advertising networks and providers of external services, such as web traffic analysis services, may also use cookies over which we have no control. These cookies are likely to be Analytical/Performance Cookies or Targeting Cookies.

6. YOUR OPTION TO BLOCK COOKIES

4.1 You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies), you may not be able to access all or parts of our website.

7. BY CONTINUING TO BROWSE OUR WEBSITE, YOU ARE AGREEING TO OUR USE OF COOKIES
