

# BikeRight Ltd Cookies Policy

Version 2.0

Effective from: 4.3.2026

## 1. Introduction

This Cookies Policy explains how BikeRight Ltd uses cookies and similar technologies on our website.

Cookies help us improve website performance, understand how visitors use our site, and provide a better user experience.

This policy should be read alongside our Privacy Notice.

## 2. What Are Cookies

Cookies are small text files placed on your device when you visit a website. They allow the website to recognise your device and remember certain information about your visit.

Cookies may be stored for a single session or for a longer period depending on their purpose.

## 3. Types of Cookies We Use

We may use the following types of cookies:

### ***Essential Cookies***

These cookies are necessary for the website to function properly and cannot be switched off.

### ***Analytics Cookies***

These cookies help us understand how visitors use our website so we can improve its performance.

### ***Functionality Cookies***

These cookies remember choices you make (such as preferences) to provide a more personalised experience.

### ***Third-Party Cookies***

Some cookies may be placed by third-party services used on our website.

## 4. Google Analytics

BikeRight Ltd uses Google Analytics to help analyse how users interact with our website.

Google Analytics collects anonymous information such as:

- Pages visited
- Time spent on pages
- How visitors reached the website
- General location data

This information helps us improve the website and user experience.

Google Analytics does not identify individual users.

## 5. Managing Cookies

Most web browsers allow you to control cookies through browser settings.

You can usually:

- View what cookies are stored
- Delete cookies
- Block cookies from specific websites
- Block all cookies

Please note that disabling certain cookies may affect website functionality.

#### **6. Third-Party Websites**

Our website may contain links to other websites. BikeRight Ltd is not responsible for the privacy or cookie practices of external websites.

We recommend reviewing the privacy policies of any external sites you visit.

#### **7. Updates to This Policy**

We may update this Cookies Policy from time to time to reflect changes in legislation or how our website operates.

The latest version will always be available on our website.