



## Silverstone Accommodation Service Cookie Policy

### Cookie Policy – Information Silverstone Circuits collects from you.

#### a. What is a cookie?

A cookie is a small text file, which often includes a unique identifier that is sent to your computer or mobile phone (referred to here as a “device”) browser from a website’s computer and is stored on your device’s hard drive. There are various types of cookies which perform different functions, such as remembering which items you have placed in your shopping basket or recording your browsing habits. The information recorded by the cookie is retrieved on the user’s next visit to the site.

For more information about cookies, including how to adjust your browser settings to reject cookies, visit [www.aboutcookies.org](http://www.aboutcookies.org).

#### b. Silverstone Circuits cookies – how to reject cookies

Most web browsers will accept cookies, but if you would rather that we did not collect data in this way you can choose to accept all or some or reject cookies in your browser’s privacy settings. Rejecting all cookies means that certain features cannot then be provided to you and accordingly you may not be able to take full advantage of all of the website’s features and you may be prevented from completing your purchase online. Each browser is different, so check the “Help” menu of your browser to learn how to change your cookie preferences.

If you want to delete any cookies that are already on your computer, please refer to the instructions for your file management software to locate the file or directory that stores cookies.

**c. How does Silverstone Circuits use cookies?** On silverstone.co.uk, cookies record information about your online preferences, remember information about you when you visit our site and compile statistical reports on website activity. Some cookies are used that are essential in order to provide our services to you.

During the course of any visit to silverstone.co.uk, your navigation through the site is recorded by a cookie that is downloaded to your device. The information recorded is retrieved on a repeat visit to the site by checking to see, and finding, the cookie left there on the last visit.

Information supplied by cookies can help us to analyse the profile of our visitors and help us to provide you with a better user experience. Below we have set out the four categories of cookies that Silverstone Circuits uses on our website.

#### Strictly necessary cookies

These cookies are essential in order to enable you to move around the website and use its features, such as using the shopping basket when making a purchase. Without these cookies, services you have asked for, such as making a purchase using the website, cannot be provided. These cookies do not gather information about you that could be used for marketing or remembering where you have been on the internet. The strictly necessary cookies we use are:

COOKIE NAME	DETAILS
.EPiServerLogin	Authentication cookie used for Community login. (Community not yet released). Expires at end of session.
ASP.NET_SessionId	Functional cookie used for .Net websites. Expires at end of session.

**Performance cookies**

These cookies collect information about how our visitors use the website, for instance which pages visitors go to most often, and if they get error messages from any web pages. They also allow us to record and count the number of visitors to the website, all of which enables us to see how visitors use the website in order to improve the way that our website works. These cookies do not collect information that identifies a visitor, as all information these cookies collect is anonymous and is only used to improve how our website works. The performance cookies we use are:

COOKIE NAME	DETAILS
–	None present

We also use Google Analytics which is a web analytics service provided by Google, Inc. It allows us to monitor usage of our site and we use the results in order to help us improve our site for users. Google Analytics uses cookies in order to collect this information. The information collected is in an anonymous format and will not identify you as an individual.

The Google Analytics cookies are:

COOKIE NAME	DETAILS
__utmz	Google analytics. Referral type storage. Expires after 6 months.
__utmv	Google analytics. Expires at end of session.
__utmc	Google analytics. Works in conjunction with __utmb. Expires at end of session.
__utmb	Google analytics. To establish and continue user sessions. Expires at end of session.
__utma	Google analytics. New user signifier. Expires after 2 years.

To opt out of being tracked by Google Analytics across all websites visit

<http://tools.google.com/dlpage/gaoptout>.

## Functionality cookies

These cookies allow the website to remember choices you make (such as your user name or your choices in relation to our newsletter) and provide enhanced, more personal features. For instance, these cookies can be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise. They may also be used to provide services you have asked for such as watching a video or commenting on a blog. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites. The functionality cookies we use are:

COOKIE NAME	DETAILS
SifrFetch	Improves the look of the site by replacing titles with eyecatching fonts.
GroupOverlay	Remembers a when a user has closed the group overlay. Prevents overlay being shown again. Expires after 90 days.
UID	ScorecardResearch – ComScore. Tracking cookie. Likely to come from a like this button. Expires after 5 years.
UIDR	ScorecardResearch – ComScore. Tracking cookie. Likely to come from a like this button. Expires after 5 years.
X-LI-IDC	Linked in share button. Expires at end of session.
NID	Google maps cookie. Expires after 6 months.
PREF	Google maps cookie. Expires after 2 years.
k	Twitter buttons or widgets. Expires after 7 days.
guest_id	Twitter buttons or widgets. Expires after 1 day.
original_referer	Twitter buttons or widgets. Expires at end of session.
_twitter_sess	Twitter buttons or widgets. Expires at end of session.
REMEMBERME	Remembers customer's email address, to speed up logging in on future visits – if the customer has selected 'Remember Me' option previously
EMUID	Used on older versions of enta, remembers the customer's 'EmulD' (from which the database can determine a specific customer record in Enta), to speed up logging in
CookieDialog	Remembers customer's preference to hide or show the cookie policy overlay. Expires after 2 years.

## Targeting cookies

These cookies collect several pieces of information about your browsing habits and are usually placed by third party advertisers not by us, although we may also place a cookie that collects this information. All information these cookies collect is anonymised; although they may contain a unique key that is able to distinguish your browsing habits or store a code that can be translated into a set of browsing

habits or preferences and can track your visits around the web they do not usually know who you, as an individual, are. They remember that you have visited a website and share this information with other organisations such as advertisers. They do this in order to provide you with targeted adverts more relevant to you and your interests. Without these cookies, online advertisements you encounter will be less relevant to you and your interests. The targeting cookies we use are:

COOKIE NAME	DETAILS
aff_source	These are old cookies that are were set for our affiliate and PPC campaigns. They can still be triggered by utm_medium and utm_campaign query strings
aff_all	These are old cookies that are were set for our affiliate and PPC campaigns. They can still be triggered by utm_medium and utm_campaign query strings
is_affiliate	These are old cookies that are were set for our affiliate and PPC campaigns. They can still be triggered by utm_medium and utm_campaign query strings
AffiliateDetails	These are old cookies that are were set for our affiliate and PPC campaigns. They can still be triggered by utm_medium and utm_campaign query strings
BespokeTracking	These are old cookies that are were set for our affiliate and PPC campaigns. They can still be triggered by utm_medium and utm_campaign query strings
AffiliateNumber	These are old cookies that are were set for our affiliate and PPC campaigns. They can still be triggered by utm_medium and utm_campaign query strings
test_cookie	Google DoubleClick advertising network. Associated with banner ads. Will probably need consent. Expires after 1 day.
id	Google DoubleClick advertising network. Associated with banner ads. Will probably need consent. Expires after 1 day.
JSESSIONID	Specific Media advertising network. Expires at end of session.
ug	Specific Media advertising network. Expires after 5 years.

We believe that it is useful for you to see adverts that are more relevant to your interests. If you are based in the European Union and would like to learn more about how advertisers use these types of cookies or to choose not to receive them, please visit [www.youronlinechoices.eu](http://www.youronlinechoices.eu). If you are based in the United States and would like to learn more, please visit <http://www.aboutads.info/choices/>.