

JAB Auto Holdings Limited

Cookie Policy

Last updated: [23/09/2024](#)

This Cookie Policy explains how **JAB Auto Holdings Limited** (“Company,” “we,” “us,” or “our”) uses cookies and similar technologies to recognise you when you visit our websites at <https://www.waterfordcityford.ie/> (“Websites“). It explains what these technologies are and why we use them, as well as your rights to control our use of them.

In some cases we may use cookies to collect personal information, or that becomes personal information if we combine it with other information.

What are cookies?

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners in order to make their websites work, or to work more efficiently, as well as to provide reporting information.

Cookies set by the website owner are called “first-party cookies.” Cookies set by parties other than the website owner are called “third-party cookies.” Third-party cookies enable third-party features or functionality to be provided on or through the website (e.g., advertising, interactive content, and analytics). The parties that set these third-party cookies can recognize your computer both when it visits the website in question and also when it visits certain other websites.

Why do we use cookies?

We use first- and third-party cookies for several reasons. Some cookies are required for technical reasons in order for our Websites to operate, and we refer to these as

“essential” or “strictly necessary” cookies. Other cookies also enable us to track and target the interests of our users to enhance the experience on our Online Properties. Third parties serve cookies through our Websites for advertising, analytics, and other purposes. This is described in more detail below.

How can I control cookies?

You have the right to decide whether to accept or reject cookies. You can exercise your cookie rights by setting your preferences in the Cookie Consent Manager. The Cookie Consent Manager allows you to select which categories of cookies you accept or reject. Essential cookies cannot be rejected as they are strictly necessary to provide you with services.

The Cookie Consent Manager can be found in the notification banner and on our website. If you choose to reject cookies, you may still use our website though your access to some functionality and areas of our website may be restricted. You may also set or amend your web browser controls to accept or refuse cookies.

The specific types of first- and third-party cookies served through our Websites and the purposes they perform are described in the table below (please note that the specific cookies served may vary depending on the specific Online Properties you visit):

Essential website cookies:

These cookies are strictly necessary to provide you with services available through our Websites and to use some of its features, such as access to secure areas.

Performance and functionality cookies:

These cookies are used to enhance the performance and functionality of our Websites but are non-essential to their use. However, without these cookies, certain functionality (like videos) may become

Analytics and customization cookies:

These cookies collect information that is used either in aggregate form to help us understand how our Websites are being used or how effective our marketing campaigns are, or to help us customise our Websites for you.

Advertising cookies:

These cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting advertisements that are based on your interests.

Social networking cookies:

These cookies are used to enable you to share pages and content that you find interesting on our Websites through third-party social networking and other websites. These cookies may also be used for advertising purposes.

Unclassified cookies:

These are cookies that have not yet been categorised. We are in the process of classifying these cookies with the help of their providers.

How can I control cookies on my browser?

As the means by which you can refuse cookies through your web browser controls vary from browser to browser, you should visit your browser's help menu for more information. The following is information about how to manage cookies on the most popular browsers:

- [Chrome](#)
- [Internet Explorer](#)
- [Firefox](#)

- [Safari](#)
- [Edge](#)
- [Opera](#)

In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit:

- [Digital Advertising Alliance](#)
- [Digital Advertising Alliance of Canada](#)
- [European Interactive Digital Advertising Alliance](#)

Please note that any change to your web browser settings will only apply to the particular web browser for which you have adjusted your settings. If you use more than one web browser on a device, you must change the settings separately for each browser and each device. Additional information regarding cookies may be available within the “help” feature of the browser or operating system or the operating manual for your device.

Cookies and associated personal information stored on your device after you withdraw your consent

After you withdraw your consent for non-essential cookies, this Website will no longer access or read these cookies. Depending on the cookies, this means that files, scripts, codes and other cookie-related information may remain stored on your device. You can delete these cookies by clearing your cookies and your browsing cache using your web browser settings. Please see the links for each of the common browsers above for further information on how to do so.

What are the consequences of refusing/withdrawing your consent to cookies and the processing of associated personal information?

If you refuse or withdraw consent to the use of any non-essential-cookies or associated personal information, then the corresponding functionality or features of this Website may not work properly, or at all. Your use of the core functions and

features of this Website will not be affected. If you disable essential cookies (or all cookies) using your web browser settings, one or more core functions and features of this Website, including those intended to ensure your visit is safe and secure, will not work properly, or at all.

How we work with third parties and the legal reasons for processing.

We will set and read certain cookies on this Website and receive personal information about you through their use. Third parties may also be involved in setting, reading or using personal information obtained from cookies.

The roles and responsibilities that these third parties have in relation to your personal information will depend on the specific circumstances, as follows:

- We or a third party may set cookies on your device which provide access to your personal information to a third party data processors. However, as the processing of personal information by such processors is carried out to strict instructions or us or a relevant third party, we or a relevant third party is/are a controller for the processing as the third parties do not make any decisions over your information. Where this applies (and it does so in the majority of cases), we or a relevant third party will have primary responsibility to you in relation to the processing of your personal information.

How long will we process and keep your personal information?

We do not process or retain personal information in an identifiable format for longer than is necessary. We process and retain your personal information for the following durations:

- With respect to essential cookies, the processing of your personal information ends with your browsing session after which your personal information is deleted (except

in relation to cookies used to remember your consent preferences, which we retain and process for 6 months from the date you provide your consent).

- All other cookie-related personal information is processed until the consent which permits such processing is withdrawn or expires (i.e. after 6 months in most cases), at which point it is deleted.

The only exceptions to the periods mentioned above are where:

- the law, court or supervisory authority requires us to hold your personal information for a longer period, or delete it sooner;
- you have raised a legal claim, complaint or concern regarding the processing activities described in this policy, in which case we will retain your information for a period of 6 years following the date of that claim, complaint or concern; or
- you exercise your right to have the information erased (where it applies) and we do not need to hold it in connection with any of the reasons permitted or required under the law.

Who will receive or have access to your personal information relating to cookies?

We disclose your personal information to third parties or permit them to access that information in connection with the purposes mentioned above.

Our third party service providers, agents and subcontractors (“suppliers”), commercial partners, group companies and other third parties may receive cookie-related personal information either directly from you, us or from one of our suppliers.

Our suppliers can be categorised as follows:

- Advertising technology (Adtech) and data exchange technology providers
- Advertising, PR, digital and creative agencies
- Cloud software system providers, including database, email and document management providers
- Facilities and technology service providers including scanning and data destruction providers
- Insurers and insurance brokers
- Legal, security and other professional advisers and consultants
- Market and customer research providers
- Social media platforms
- Website and data analytics/modelling platform providers
- Website and app developers
- Website hosting services providers

The majority of suppliers we use are processors with whom we have a contract in place that requires them to keep your information secure and not to use it other than in accordance with our specific instructions. We only disclose to them or allow them to access personal information that is necessary for them to provide their services.

In relation to the cookies used on this Website, we use the following key suppliers in particular:

Google

This Website uses Google Analytics provided by Google, Inc. ("Google"), which uses cookies to analyse how users use this Website. The Website uses the following modules:

- Google Analytics - Account status and performance monitor, audience summary, active users, user explorer, analytics audience, visitor quality, conversion probability, comparison reports, demographics and interests, user flow report, Adwords reports;
- DoubleClick Digital Marketing - Integration of Campaign Manager, activation of remarketing and advertising reporting features in analytics, optimization of content marketing, optimization of search engine marketing, web speed;
- AdSense - AdSense in analytics, content grouping, site search, events, behaviour flow report, goal creation and management, goal flow, attribution, acquisition reports, user behaviour.

Information generated by a cookie about the use of this Website (including your IP address) may be transmitted and stored on Google's servers in the United States.

Google will use this information to evaluate the use of this Website by visitors, create reports about such use and to provide other services relating to activities on this Website and the use of the internet in general. Google may also provide this information to third parties if it is required by the law or if such third parties process this information for Google. You may disable the use of cookies on this Website as described above or by changing appropriate settings in your browser, but if you do so for all types of cookies, you will not be able to make full use of all the features of this Website.

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

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

For detailed information about the modules listed above and Google's handling of personal information, please see www.google.com/policies/privacy/partners and <http://www.google.com/intl/en/privacy/privacy-policy.html> or visit [Google's Privacy & Terms Site](#)

Facebook

This Website uses analytical cookies, pixels and other technologies by Facebook, Inc. ("Facebook"), allowing the collection or retrieval of information from this Website and other sites on the internet. This information may be used by Facebook to provide ad measurement and targeting services.

If you withdraw your consent to personalisation cookies (as described above in this policy) using the consent tool on this Website or disable the collection of cookies using your web browser settings, this will end the collection and use of the information by Facebook, but if you do so for all types of cookies, you will not be able to fully use all the features of this Website.

LinkedIn

This Website uses LinkedIn Insight Tag, a piece of lightweight JavaScript code, by LinkedIn Corporation, a subsidiary of Microsoft Corporation ("LinkedIn"), allowing to perform in-depth campaign reporting and unlock insights about website visitors that may come via the campaigns on LinkedIn (e.g. discover business demographics by layering LinkedIn data to the Website visitors data). Insight Tag enables the collection of metadata such as IP address, timestamp, and events such as page views.

You can opt out of cookies from LinkedIn on your LinkedIn settings page. More information about Insight Tag can be found here:

<https://www.linkedin.com/help/lms/answer/65521/the-linkedin-insight-tag-overview?lang=en>

Other parties

We may disclose your personal information to other third parties as follows:

- any third party who is restructuring, selling or acquiring some or all of our business or assets or otherwise in the event of a merger, re-organisation or similar event; and
- if we are under a duty to disclose or share your information in order to comply with any legal or regulatory obligation or request, including by the police, tribunals, regulators, the government or related agencies.

Personal information received by other controllers

When we disclose or allow access to your personal information to third parties that are also controllers of that information (e.g. certain suppliers, group companies or our commercial partners), they may disclose or transfer it to other organisations in accordance with their data protection policies. For example, this applies to some of the activities described above in relation to Facebook. This does not affect any of your data subject rights as detailed below. Where you ask us to rectify, erase or restrict the processing of your information, we take reasonable steps to pass this request on to any such third parties with whom we have shared your personal information.

What about other tracking technologies, like web beacons?

Cookies are not the only way to recognise or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called “tracking pixels” or “clear gifs”). These are tiny graphics files that contain a unique identifier that enables us to recognize when someone has visited our Websites or opened an email including them. This allows us, for example, to monitor the traffic patterns of users from one page within a website to another, to deliver or communicate with cookies, to understand whether you have come to the website

from an online advertisement displayed on a third-party website, to improve site performance, and to measure the success of email marketing campaigns. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functioning.

Do you use Flash cookies or Local Shared Objects?

Websites may also use so-called “Flash Cookies” (also known as Local Shared Objects or “LSOs”) to, among other things, collect and store information about your use of our services, fraud prevention, and for other site operations.

If you do not want Flash Cookies stored on your computer, you can adjust the settings of your Flash player to block Flash Cookies storage using the tools contained in the [Website Storage Settings Panel](#). You can also control Flash Cookies by going to the [Global Storage Settings Panel](#) and following the instructions (which may include instructions that explain, for example, how to delete existing Flash Cookies (referred to “information” on the Macromedia site), how to prevent Flash LSOs from being placed on your computer without your being asked, and (for Flash Player 8 and later) how to block Flash Cookies that are not being delivered by the operator of the page you are on at the time).

Please note that setting the Flash Player to restrict or limit acceptance of Flash Cookies may reduce or impede the functionality of some Flash applications, including, potentially, Flash applications used in connection with our services or online content.

Do you serve targeted advertising?

Third parties may serve cookies on your computer or mobile device to serve advertising through our Websites. These companies may use information about your visits to this and other websites in order to provide relevant advertisements about goods and services that you may be interested in. They may also employ technology

that is used to measure the effectiveness of advertisements. They can accomplish this by using cookies or web beacons to collect information about your visits to this and other sites in order to provide relevant advertisements about goods and services of potential interest to you. The information collected through this process does not enable us or them to identify your name, contact details, or other details that directly identify you unless you choose to provide these.

How often will you update this Cookie Policy?

We may update this Cookie Policy from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal, or regulatory reasons. Please therefore revisit this Cookie Policy regularly to stay informed about our use of cookies and related technologies.

The date at the top of this Cookie Policy indicates when it was last updated.

How can you exercise your rights?

If you have any enquiries relating to this policy, our handling of your personal information generally or in relation your data protection rights or to lodge a complaint, you can contact **JAB Auto Holdings Limited** using the following information:

Email: marketing@waterfordcityford.ie **Phone:** 051 304 300

By Mail: Waterford Business Park, Cork Rd, Ballynaneashagh, Waterford, X91 N5TE

In connection with the exercise of your rights, **JAB Auto Holdings Limited** may charge a reasonable fee taking into account the administrative costs for processing requests that are manifestly unfounded or excessive.