

Back Door Ads Ltd

COOKIE POLICY

www.backdoorads.co.uk

Last Updated: April 2026

1. Introduction

This Cookie Policy explains how Back Door Ads Ltd ("Back Door Ads", "we", "us", or "our") uses cookies and similar tracking technologies on backdoorads.co.uk (the "Platform"). It should be read alongside our Privacy Policy and Terms of Service.

By continuing to use our Platform, you consent to our use of cookies as described in this policy. You may withdraw or manage your consent at any time using the methods set out in Section 6.

2. What Are Cookies?

Cookies are small text files placed on your device (computer, tablet, smartphone) when you visit a website. They are widely used to make websites work efficiently, to improve user experience, and to provide information to site owners.

Similar technologies include:

- Web beacons (also called clear GIFs or pixel tags) — tiny image files embedded in pages or emails that record whether content has been viewed
- Local storage — data stored directly in your browser, similar to cookies but with larger capacity
- Session storage — like local storage but cleared when your browser session ends
- Device fingerprinting — a method of identifying devices based on browser and hardware characteristics

For simplicity, we refer to all these technologies collectively as 'cookies' throughout this policy.

3. Categories of Cookies We Use

3.1 Strictly Necessary Cookies

These cookies are essential for the Platform to function and cannot be switched off. They are usually set in response to actions you take, such as logging in, booking a campaign, or completing a payment. Without these cookies, services you have requested cannot be provided.

Examples include:

- Authentication tokens that keep you logged in during your session
- Security cookies that protect against cross-site request forgery (CSRF)
- Load-balancing cookies that ensure requests are routed correctly
- Shopping basket and booking state cookies

Legal basis: Legitimate interests / performance of a contract. These cookies do not require your consent.

3.2 Performance & Analytics Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of the Platform. They help us understand which pages are most and least popular and see how visitors move around the site.

Examples include:

- Google Analytics — measures page views, session duration, bounce rates, and user journeys
- Hotjar — session recordings and heatmaps to understand how users interact with pages
- Internal error-tracking tools (e.g., Sentry) — capture JavaScript errors to improve reliability

All information collected by these cookies is aggregated and therefore anonymous. If you do not allow these cookies, we will not know when you visited our Platform and will be unable to monitor its performance.

3.3 Functional Cookies

These cookies enable the Platform to provide enhanced functionality and personalisation. They may be set by us or by third-party providers whose services we have added to our pages.

Examples include:

- Language and region preferences
- Remembering that you have dismissed a notice or banner
- Storing your preferred map view or filter settings when browsing fleet listings
- Live chat functionality (e.g., Intercom)

If you do not allow these cookies, some or all of these services may not function properly.

3.4 Targeting & Advertising Cookies

These cookies may be set through our Platform by our advertising partners. They may be used to build a profile of your interests and show you relevant advertisements on other sites. They do not store personal information directly, but are based on uniquely identifying your browser and internet device.

Examples include:

- Meta Pixel (Facebook) — to measure ad campaign effectiveness and enable retargeting
- Google Ads conversion tracking
- LinkedIn Insight Tag — for B2B audience targeting

If you do not allow these cookies, you will experience less targeted advertising. This will not affect the functionality of the Platform itself.

3.5 Third-Party Cookies

Some cookies are placed by third-party services that appear on our pages. Back Door Ads does not control these cookies and they are subject to each third party's own privacy and cookie policies. Key third parties include:

- Stripe — payment processing (see stripe.com/gb/privacy)
- Google (Analytics, Maps, Ads) — see policies.google.com/privacy
- Meta Platforms — see facebook.com/privacy/policy
- Mapbox — map rendering (see mapbox.com/legal/privacy)

4. Cookie Details

The table below lists the specific cookies currently in use on the Platform. Please note that third-party cookies may change without notice; refer to the relevant third-party policy for the most current information.

Cookie Name	Provider	Purpose	Duration	Category
bda_session	Back Door Ads	Authentication session	Session	Strictly Necessary
bda_csrf	Back Door Ads	CSRF protection	Session	Strictly Necessary
bda_pref	Back Door Ads	User preferences (region, view)	1 year	Functional
_ga	Google Analytics	Distinguishes users	2 years	Performance
ga*	Google Analytics	Session state	2 years	Performance
_hjSession*	Hotjar	Session recording	30 minutes	Performance
_fbp	Meta Pixel	Ad targeting & measurement	3 months	Targeting
_gcl_au	Google Ads	Conversion tracking	3 months	Targeting

This list may be updated periodically. The most current version is always available at backdoorads.co.uk/cookies.

5. Legal Basis for Processing

Under UK GDPR and the Privacy and Electronic Communications Regulations 2003 (PECR), our legal bases for placing cookies are:

- Consent — for performance, functional, and targeting cookies. We obtain your consent via our cookie banner when you first visit the Platform.
- Legitimate interests — for strictly necessary cookies required to deliver the service you have requested.
- Contractual necessity — for cookies required to process payments and manage your account.

6. Managing & Withdrawing Consent

6.1 Our Cookie Preference Centre

When you first visit the Platform, you will be presented with a cookie consent banner. You can accept all cookies, reject non-essential cookies, or customise your preferences by category. You may revisit your preferences at any time by clicking 'Cookie Settings' in the footer of any page.

6.2 Browser Controls

Most browsers allow you to refuse or delete cookies through their settings. The method varies by browser; please refer to your browser's help documentation:

- Google Chrome: Settings → Privacy and Security → Cookies and other site data
- Mozilla Firefox: Options → Privacy & Security → Cookies and Site Data
- Apple Safari: Preferences → Privacy → Manage Website Data
- Microsoft Edge: Settings → Cookies and Site Permissions

Please note that blocking all cookies may affect your ability to use certain features of the Platform, including logging in and completing bookings.

6.3 Opt-Out Tools

You may also opt out of specific third-party tracking using the following tools:

- Google Analytics opt-out: tools.google.com/dlpage/gaoptout
- Google Ads opt-out: adssettings.google.com
- Meta ad preferences: facebook.com/ads/preferences
- Hotjar opt-out: hotjar.com/legal/compliance/opt-out
- Your Online Choices (EU/UK): youronlinechoices.com
- Network Advertising Initiative opt-out: optout.networkadvertising.org

7. Do Not Track Signals

Some browsers transmit 'Do Not Track' (DNT) signals to websites. Because there is no industry-standard interpretation of DNT signals, Back Door Ads does not currently respond to them. You can use the cookie preference controls described in Section 6 to manage your preferences directly.

8. Children

The Platform is not directed at children under 13. We do not knowingly place tracking cookies on devices used by children under 13. If you believe we have done so inadvertently, please contact us at privacy@backdoorads.co.uk and we will take prompt action.

9. International Data Transfers

Some of our third-party cookie providers may transfer data outside the UK or European Economic Area (EEA). Where this occurs, we ensure appropriate safeguards are in place, including Standard Contractual Clauses (SCCs) approved by the UK Information Commissioner's Office (ICO) or the European Commission.

10. Changes to This Policy

We may update this Cookie Policy from time to time to reflect changes in technology, legislation, or our business practices. When we make material changes, we will notify you by updating the 'Last updated' date at the top of this page and, where appropriate, displaying a notice on the Platform. We encourage you to review this policy periodically.

Continued use of the Platform following any changes constitutes your acceptance of the revised policy.

11. Contact Us

If you have any questions, concerns, or complaints about our use of cookies, please contact our Data Protection team:

- Email: mail@backdoorads.co.uk
- Online: backdoorads.co.uk/contact

You also have the right to lodge a complaint with the UK Information Commissioner's Office (ICO) at ico.org.uk or by calling 0303 123 1113.