

Cookie Policy

About Us

Alternative Route and Alternative Route Leasing are part of the Bridle Group and are trading names of Hanborough Enterprises Limited ('the Company', 'Us', 'We' or 'Our').

Hanborough Enterprises Limited is regulated for consumer credit activities and insurance distribution by the Financial Conduct Authority – Firm Reference Number 631448. We are a broker and not a lender. You can check this information at www.fca.org.uk

Hanborough Enterprises Limited is registered with the Information Commissioners Office for the processing of data under The Data Protection (Charges and Information) Regulations 2018. Our Data Protection Licence number is Z264186X. You can check this information at www.ico.org.uk

Hanborough Enterprises Limited is a member of the British Vehicle Rental and Leasing Association and abide by their Code of Conduct. For further information visit www.bvrla.co.uk

Our Website

Our website detailed below is owned and operated by us

www.alternativerouteleasing.co.uk

Controller of Personal Information

Any personal information processed by us is controlled by Hanborough Enterprises Ltd, which is considered the "data controller" of your personal information under European Union and UK data protection law. Our Data Protection Officer is Mr Alan Carreras and he may be contacted at Bridle Group, Tamarisk House, North Leigh Business Park, North Leigh, Witney, Oxfordshire OX29 6SW. You may also reach us at 01993 894981 or email acarreras@bridlegroup.co.uk

What do we mean by personal information?

Personal information means details which identify you or could be used to identify you, such as your name and contact details including your email address, your vehicle registration details, your date of birth, your marital and residential status, your employment details, your bank details and information about any agreement that you have contracted through us. It may also include information about how you use our websites and mobile applications.

What are Cookies?

A Cookie is a small file placed on your computer or device by a website which you visit. We use Cookies on our website and abide by the Privacy and Electronic Communications (EC Directive) Regulations 2003 and of EU Regulation 2016/679 General Data Protection Regulation (GDPR). All Cookies used by and on Our Site are used in accordance with current Cookie Law.

Your acceptance of Cookies

Please read this Cookie Policy carefully and ensure that you understand it.

Before Cookies are placed on your computer or device, you will be shown a pop-up requesting your consent to set those Cookies. By giving your consent to the placing of Cookies you are enabling us to provide the best possible experience and service to you.

You may, if you wish, deny consent to the placing of Cookies; however certain features of Our Site may not function fully or as intended. If you do not agree to our Cookie Policy, please stop using our website immediately.

Why do we use Cookies?

Our websites use Cookies and similar technologies in order to distinguish you from other users. By using Cookies, we're able to provide you with a better experience and to improve our site by better understanding how you use it.

How do our websites use Cookies?

Our websites may place and access certain first party Cookies on your computer or device. First party Cookies are those placed directly by us and are used only by us. We use Cookies to facilitate and improve your experience of our websites and to provide and improve our products and services. We have carefully chosen these Cookies and have taken steps to ensure that your privacy and personal data is protected and respected at all times.

All Cookies used by and on Our Site are used in accordance with current Cookie Law.

What types of Cookies do we use?

Certain features of our websites depend on Cookies to function. Cookie Law deems these Cookies to be "strictly necessary". These Cookies are shown below. Your consent will not be sought to place these Cookies, but it is still important that you are aware of them. You may still block these Cookies by changing your internet browser's settings as detailed below in 'How can you control the use of Cookies?', but please be aware that our websites may not work properly if you do so. We have taken great care to ensure that your privacy is not at risk by allowing them.

Strictly Necessary Cookies

A Cookie falls into this category if it is essential to the operation of our websites, supporting functions such as logging in, your shopping basket, and payment transactions.

Analytics Cookies

It is important for us to understand how you use our websites, for example, how efficiently you are able to navigate around it, and what features you use. Analytics Cookies enable us to gather this information, helping us to improve our sites and your experience of them.

Functionality Cookies

Functionality Cookies enable us to provide additional functions to you on our websites such as personalisation and remembering your saved preferences. Some functionality Cookies may also be strictly necessary Cookies, but not all necessarily fall into that category.

Targeting Cookies

It is important for us to know when and how often you visit our websites, and which parts of it you have used (including which pages you have visited, and which links you have visited). As with analytics Cookies, this information helps us to better understand you and, in turn, to make our sites and advertising more relevant to your interests. Some information gathered by targeting Cookies may also be shared with third parties.

Persistent Cookies

Any of the above types of Cookie may be a persistent Cookie. Persistent Cookies are those which remain on your computer or device for a predetermined period and are activated each time you visit our websites.

Session Cookies

Any of the above types of Cookie may be a session Cookie. Session Cookies are temporary and only remain on your computer or device from the point at which you visit our websites until you close your browser. Session Cookies are deleted when you close your browser.

Cookies on our websites are not permanent and will expire after a maximum of 2 years.

For more details of the personal data that We collect and use, the measures we have in place to protect personal data, your legal rights, and our legal obligations, please refer to our Privacy Policy which is detailed on our websites

For more specific details of the Cookies that We use, please refer to the table below.

The following first party Cookies may be placed on your computer or device:

Name of Cookie	Purpose & Type	Strictly Necessary
_gat	Performance	No
_ga	Performance	No
_gid	Performance	No
PHPSESSID	General purpose identifier used to maintain user session variables	Yes

Our websites use analytics services provided by Google. Website analytics refers to a set of tools used to collect and analyse anonymous usage information, enabling Us to better understand how our sites are used. This, in turn, enables us to improve our websites and the products and services offered through it. You do not have to allow us to use these Cookies, however whilst our use of them does not pose any risk to your privacy or your safe use of our sites, it does enable us to continually improve our websites, making it a better and more useful experience for you.

The analytics services used by our websites use analytics Cookies to gather the required information.

The analytics services used by our sites use the following analytics Cookies:

Name of Cookie	Purpose & Type	Provider	Strictly Necessary
_gat	Performance	Google Universal Analytics	No
_ga	Performance	Google Universal Analytics	No
_gid	Performance	Google Universal Analytics	No
PHPSESSID	General purpose identifier used to maintain user session variables	PHP	Yes

Can you choose whether or not to accept Cookies?

In addition to the controls that we provide, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third party Cookies. By default, most internet browsers accept Cookies, but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.

You can choose to delete Cookies on your computer or device at any time, however you may lose any information that enables you to access our websites more quickly and efficiently including, but not limited to, login and personalisation settings.

It is recommended that you keep your internet browser and operating system up-to-date and that you consult the help and guidance provided by the developer of your internet browser and manufacturer of your computer or device if you are unsure about adjusting your privacy settings

How can you control the use of Cookies?

The links below provide instructions on how to control Cookies in all mainstream browsers:

Google Chrome: <https://support.google.com/chrome/answer/95647?hl=en-GB>

Microsoft Internet Explorer: <https://support.microsoft.com/en-us/kb/278835>

Microsoft Edge: <https://support.microsoft.com/en-gb/products/microsoft-edge> (Please note that there are no specific instructions at this time, but Microsoft support will be able to assist)

Safari (macOS):

https://support.apple.com/kb/PH21411?viewlocale=en_GB&locale=en_GB

Safari (iOS): <https://support.apple.com/en-gb/HT201265>

Mozilla Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-Cookies-website-preferences>

Android: <https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DAndroid&hl=en>

Please always refer to your device's documentation for manufacturers' own browsers

How will we inform you of changes to this Cookie Policy?

We may alter or change this Cookie Policy at any time. If we do so, details of the changes will be highlighted by a new version number and date detailed at the bottom of the page. Any such changes will become binding on you on your first use of our websites after the changes have been made. You are therefore advised to check this page from time to time.

In the event of any conflict between the current version of this Cookie Policy and any previous version(s), the provisions current and in effect shall prevail unless it is expressly stated otherwise.

If you would like any more information about how we use Cookies, please contact the Data Protection Officer who is Mr Alan Carreras. You can do this by one of the following methods:

- Send us an email to acarreras@bridlegroup.co.uk
- Call us 01993 894981
- Write to us at Alternative Route, Bridle Group, Tamarisk House, North Leigh Business Park, North Leigh, Witney, Oxfordshire OX29 6SW

For more information about privacy, data protection and our terms and conditions, please visit our website and add /privacy-policy or /terms-and-conditions to the web address or contact us using one of the above methods