



1. Cookie Policy

1.1 Essential Cookies

Cookies are small files stored on your device when you visit a website. They help websites work, remember choices, understand website use, and, in some cases, support marketing. This Cookie Policy explains the types of cookies Cape Car Tours may use and how you can manage your choices.

Essential cookies are needed for the website to work properly. They support basic functions such as page navigation, security, booking forms, enquiry forms, and access to secure areas. The website may not work properly without these cookies.

1.2 Analytics Cookies

Analytics cookies help us understand how visitors use the website. They may collect information such as pages visited, time spent on the website, navigation patterns, and website performance.

This information is usually aggregated or anonymised and is used to improve website functionality, content, user experience, and service delivery. Analytics data does not ordinarily identify individual visitors. Examples may include Google Analytics or similar tools.

1.3 Marketing and Advertising Cookies

Marketing and advertising cookies may be used to show relevant promotional content and measure the performance of marketing campaigns. These cookies may track visitor activity across websites and help display advertising that is more relevant to a visitor's interests.

We may use these cookies to:

- Promote tours and services to previous website visitors;
- Measure online advertising performance;
- Improve marketing communications and customer engagement; and
- Limit how often a visitor sees the same advertisement.

Where required by law, marketing cookies will only be used after the visitor has given consent.

1.4 Third-Party Cookies

Some website features may be provided by third-party service providers. These providers may place cookies on your device when you use embedded content or services on our website.

Examples may include:

- Online maps and location services;
- Social media integrations;
- Website analytics providers;
- Online booking systems and payment service providers; and
- Video and multimedia content providers.



Cape Car Tours does not control third-party cookies. Visitors should review the privacy and cookie policies of the relevant third-party providers to understand how those providers use information.

1.5 Consent and Preference Management Options

When you visit the Cape Car Tours website, you may see a cookie banner or preference tool. This may allow you to accept, reject, or customise non-essential cookies.

You may be able to:

- Accept all cookies;
- Reject non-essential cookies;
- Change cookie preferences through website cookie settings, where available; or
- Use browser settings to block or delete cookies.

Blocking or deleting some cookies may affect how the website works or whether certain features are available.

By accepting cookies and continuing to use the website, you consent to the use of cookies in line with this Cookie Policy. Cape Car Tours may update this Cookie Policy from time to time to reflect changes in law, technology, or business operations. Updates will be published on the website and will apply from the date of publication.