COOKIE POLICY

Battle of Britain Dodgems Ltd
battleofbritaindodgems.co.uk
Version 5
Last updated: October 2026

1. Introduction

This Cookie Policy explains how Battle of Britain Dodgems Ltd uses cookies and similar tracking technologies on our website at battleofbritaindodgems.co.uk. It sets out what cookies we use, why we use them, and how you can manage your preferences.

In this policy, references to cookies also include similar storage and access technologies where relevant, such as tracking pixels, scripts, tags and local storage.

This policy should be read alongside our Privacy Policy, which provides further information about how we collect and use personal data. Our Privacy Policy is available at battleofbritaindodgems.co.uk/privacy-policy.

Strictly necessary cookies may be used without your consent where the law permits this because they are required for the website or a service you have requested to work. For analytics and advertising/marketing technologies, and for other technologies where no legal exception applies, we ask for your consent via our cookie consent banner when you first visit the site. You can update or withdraw your preferences at any time - see Section 6 for details.

2. What Are Cookies?

Cookies are small text files that are placed on your device (computer, tablet or mobile phone) when you visit a website. They are widely used to make websites work more effectively, to provide useful features, and to give website owners information about how their sites are being used.

Cookies cannot directly read unrelated files stored on your device. However, cookies and similar identifiers can themselves be personal data, or may be linked to other information that identifies you. Where this occurs, our Privacy Policy also applies.

There are several types of cookie:

- Session cookies - temporary cookies that are deleted when you close your browser.
- Persistent cookies - cookies that remain on your device for a set period of time, or until you delete them.
- First-party cookies - cookies set directly by battleofbritaindodgems.co.uk.
- Third-party cookies - cookies set by external services and providers whose features appear on our website.

3. How We Use Cookies

We use cookies for the following purposes:

- To ensure our website functions correctly and securely
- To enable and support the online booking process through our booking platform, FuseMetrix
- To understand how visitors use our website, so we can improve it
- To show you relevant advertising after you leave our site
- To track the effectiveness of our marketing campaigns

We categorise the cookies we use into four types: Essential, Functional, Analytics, and Marketing. Each category is explained in Section 4 below.

4. The Cookies We Use

The tables below set out the cookies and similar technologies currently identified as being used on or through battleofbritaindodgems.co.uk. Cookies and similar technologies used on separate third-party hosted booking or payment pages are described separately in Section 5. Where a cookie is set by a third party, the third party's own privacy and cookie policies will also apply - links are provided in Section 5.

Third-party services may update their cookie names, purposes or durations from time to time. We will review this policy and update it where necessary.

4.1 Essential Cookies

Consent requirement: No - strictly necessary cookies can be used without consent where they are essential to provide the website or a service requested by the user. Where personal data is processed, our Privacy Policy explains the relevant UK GDPR lawful basis. These technologies are used for core operation or to record the privacy and cookie choices you have requested. They cannot be switched off through our cookie preference tool.

Cookie / Type	Provider	Purpose	Duration
icaal_cookie_preferences	Battle of Britain Dodgems / ICAAL consent tool	Records your cookie consent preferences so we do not ask again on subsequent visits.	12 months

4.2 Functional Cookies

At the date of this policy, we have not identified a separate first-party Functional cookie on the main website. Third-party embedded functionality, including Google Maps, is described in Section 5. If this changes, we will update this policy.

4.3 Analytics Cookies

Lawful basis: Consent. These cookies help us understand how visitors interact with our website. Google Analytics may use pseudonymous online identifiers and technical or usage information. Reports made available to us are generally aggregated. We use this information to improve our website content and user experience.

Cookie / Type	Provider	Purpose	Duration
_ga	Google Analytics	Registers a unique ID used to generate statistical data about how you use the website. Used to distinguish users.	2 years
_ga_*	Google Analytics	Used by Google Analytics 4 to persist session state and count page views.	2 years
_gid	Google Analytics	Registers a unique ID for a single day's session, used to generate statistical data.	24 hours
_gat	Google Analytics	Used to throttle the request rate to Google Analytics - limits data collection on high-traffic sites.	1 minute

4.4 Marketing and Advertising Cookies

Lawful basis: Consent. These cookies are used to track visitors across websites so that we can display relevant and engaging advertisements. They are set by our advertising partners and may be used to build a profile of your interests.

Cookie / Type	Provider	Purpose	Duration
_gcl_au	Google Ads	Used by Google Ads to measure advertising and conversion performance.	3 months
IDE	Google (DoubleClick)	Used by Google/DoubleClick to measure advertising interactions and campaign performance.	13 months
_fbp	Meta (Facebook)	Used by the Meta Pixel for advertising, audience and conversion measurement.	3 months
fr	Meta (Facebook)	Used by Meta/Facebook for advertising delivery and measurement where this cookie is set.	3 months
_gcl_aw	Google Ads	Used by Google Ads conversion tracking to associate an advertising click with a later conversion.	3 months

5. Third-Party Cookie Providers

A number of services used in connection with our website may set cookies or similar technologies. Where a service operates on its own domain, that provider's own privacy and cookie information also applies.

ICAAL - Cookie Consent Management

We use the ICAAL Compliance Plugin to display and manage our cookie consent choices. The plugin remembers the preferences you submit so that you do not have to make the same choice on every page or visit. The first-party consent-preference cookie is listed in Section 4.1.

ICAAL Compliance Plugin information: toolkit.icaal.co.uk/icaal-compliance-plugin/

Google Analytics

We use Google Analytics, with consent, to understand how visitors use our website. Google Analytics uses cookies and pseudonymous identifiers for measurement. Information reported to us is generally aggregated.

Privacy policy: policies.google.com/privacy

Opt out of Google Analytics: tools.google.com/dlpage/gaoptout

Google Ads (AdWords / DoubleClick)

We use Google Ads, including conversion measurement and remarketing, to measure advertising performance and to show relevant advertisements to people who have previously visited our website. Google uses cookies and similar technologies for these purposes, subject to your consent.

Meta (Facebook Pixel)

We use the Meta Pixel (formerly Facebook Pixel) to track conversions from Facebook and Instagram ads, to build audiences for future ads, and to remarket to people who have visited our website.

Google Maps - Embedded Location Map

Our Opening Hours page includes an embedded Google Maps frame. When that embedded service is loaded, Google may use cookies or similar technologies on Google domains. Google's own privacy and cookie information applies to that service.

Google privacy policy: policies.google.com/privacy

Google cookie information: policies.google.com/technologies/cookies

FuseMetrix - Booking Platform

FuseMetrix is the booking and customer management platform we use to handle online reservations for Dogfight Dodgems, Flight Simulator sessions, pre-booked packages or bundle deals (which may include the Shooting Range), and other advance bookings. Standalone Shooting Range games are normally purchased on site.

When you proceed to FuseMetrix-hosted pages, FuseMetrix may use cookies or similar technologies on its own domain. These technologies are managed by FuseMetrix and may change, so we do not list unverified FuseMetrix cookie names or durations in Section 4. FuseMetrix's own Privacy & Cookie Policy applies to those pages.

FuseMetrix privacy policy: www.fusemetrix.com/privacy-policy

Dojo - Payment Processing

When you make a card payment online, you may be redirected to Dojo's secure hosted checkout. The checkout page is hosted by Dojo (Paymentsense Limited), and cookies or similar technologies used on Dojo-hosted pages are controlled by Dojo and subject to Dojo's own privacy and cookie information.

Dojo privacy policy: dojo.tech/legal/privacy

Dojo cookie policy: dojo.tech/legal/cookies/

6. Managing Your Cookie Preferences

6.1 Our Cookie Consent Banner

When you first visit battleofbritaindodgems.co.uk, you will be shown a cookie consent banner. You can choose to accept all cookies, accept essential cookies only, or customise your preferences by category. You can update or withdraw your consent at any time by clicking the cookie settings link at the bottom of any page on our website.

Non-essential analytics and advertising cookies are blocked until you make a positive choice. Rejecting non-essential cookies is as easy as accepting them, and your choice is saved so that you are not repeatedly asked on every page.

6.2 Browser Settings

Most browsers allow you to control cookies through their settings. You can configure your browser to block all cookies, accept only certain types of cookie, or notify you when a cookie is set. Please refer to your browser's help documentation for guidance.

Google Chrome: support.google.com/chrome/answer/95647

Mozilla Firefox: support.mozilla.org/kb/cookies-information-websites-store-on-your-computer

Microsoft Edge: support.microsoft.com/microsoft-edge/delete-cookies-in-microsoft-edge

Apple Safari: support.apple.com/guide/safari/manage-cookies

Blocking cookies through your browser may affect the functionality of our website and may also affect connected third-party booking or payment services.

6.3 Opt-Out Tools

You can also opt out of interest-based advertising from a number of providers through industry opt-out tools:

Your Online Choices (UK): youronlinechoices.com

Digital Advertising Alliance: optout.aboutads.info

Network Advertising Initiative: optout.networkadvertising.org

7. Cookies and the Law

The rules on storing information on or accessing information from your device are principally set by the Privacy and Electronic Communications Regulations 2003 (PECR), as amended. Where cookies or similar technologies involve personal data, the UK GDPR and Data Protection Act 2018 also apply.

Under PECR, as amended including by the Data (Use and Access) Act 2025, prior consent is required before storing information on or accessing information from your device unless a legal exception applies. The law now contains limited exceptions for certain low-intrusion uses, including qualifying statistical and functionality purposes, subject to specific safeguards.

We currently choose to obtain consent before enabling our Google Analytics and advertising/marketing technologies. Where consent is required, it must be freely given, specific, informed and indicated by a clear positive action. These technologies are not enabled until you have made that choice. Your preferences are recorded and stored so that we do not ask again on subsequent visits, unless they expire or you choose to update them.

For more information about how we handle your personal data more broadly, please read our Privacy Policy at battleofbritaindodgems.co.uk/privacy-policy.

8. Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in the cookies we use or in applicable law. The date at the top of this policy will be updated when changes are made. We encourage you to review this policy periodically to stay informed about our use of cookies.

Where changes are significant, we will notify you by displaying a prominent notice on our website or by resetting your cookie consent preferences so that you are given a fresh choice.

9. Contact Us

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Company number	15702809
Address	Unit 3 Imperial Park, Empress Road, Southampton, SO14 0JW
Telephone	07984 864 967
Email	info@battleofbritaindodgems.co.uk

Website: battleofbritaindodgems.co.uk

If you have concerns about how we use personal data more broadly, you also have the right to contact the Information Commissioner's Office (ICO) at ico.org.uk or by calling 0303 123 1113.