ATG OXFORD

Cookie Policy

How we use cookies and similar technologies

Effective from 11 May 2026

This Cookie Policy explains how Alternative Travel Group Limited, trading as ATG Oxford (“we”, “our”, “us”), uses cookies and similar storage and access technologies on our website atg-oxford.co.uk. It should be read alongside our Privacy Policy.

We have updated this policy to reflect the changes brought in by the Data (Use and Access) Act 2025, which amended the Privacy and Electronic Communications Regulations 2003. The amendments came into force on 5 February 2026.

1. What are cookies?

Cookies are small text files placed on your device when you visit a website. They are widely used to make websites work efficiently, remember your preferences, and provide information to site owners. Similar technologies include local storage, session storage, pixels and tags. In this policy we use the word “cookies” to refer to all of these.

2. Categories of cookies we use

Under the Privacy and Electronic Communications Regulations as amended by the Data (Use and Access) Act 2025, some cookies require your consent before they can be set, and others do not. The categories below explain which cookies fall into which group on our website.

2.1 Strictly necessary cookies

These cookies are essential for the website to function and cannot be switched off. They are usually set in response to actions you take, such as submitting a form, logging in, or setting your privacy preferences. They do not require your consent.

- **cookieyes-consent** — records your cookie preferences so we don’t have to ask you on every visit.
- **WordPress session cookies** — protect against form submission errors and security threats (only set when interacting with forms or logged-in areas).
- **__cf_bm and cf_clearance** — set by Cloudflare to distinguish humans from bots and to maintain site security.

2.2 Functionality cookies (exempt under DUAA)

These cookies remember choices you make to improve your experience — for example, the filters you have applied on the trip search page, or whether you have dismissed a notification. Under the Data (Use and Access) Act 2025, cookies used solely to adapt how the site looks or works for your preferences do not require consent. We provide information about them here for transparency.

- **JetSmartFilters session cookies** — remember the filters you have applied while browsing trips (country, month, interest).
- **Elementor display preferences** — remember interface choices such as dismissed popups during your session.

2.3 Statistical and analytics cookies (exempt under DUAA)

We do not currently use analytics cookies on our website. If we add first-party analytics in the future, they would fall under the statistical-purposes exemption introduced by the Data (Use and Access) Act 2025. This means we may use them without prior consent, provided their sole purpose is to collect information about how our website is used in order to improve it. You would still be informed and given a clear way to opt out, which we would provide through our cookie preferences panel.

2.4 Third-party cookies

Our brochure pages link to Issuu (issuu.com), where you can view our brochures online. Clicking these links takes you to the Issuu website, which sets its own cookies under its own privacy and cookie policies. We do not set Issuu cookies on the ATG Oxford domain. If you would prefer to avoid these, please request a printed brochure using our contact form instead.

3. Managing your preferences

You can change or withdraw your consent at any time using the cookie preferences link in the footer of our website. You can also delete cookies through your browser settings — the help section of your browser will explain how. Please note that disabling strictly necessary cookies may prevent parts of our site from working correctly.

4. Changes to this policy

We may update this Cookie Policy from time to time, for example to reflect changes in the cookies we use or in applicable law. The date at the top of this page shows when it was last updated. Significant changes will be brought to your attention through the cookie banner.

5. Contact us

If you have any questions about this Cookie Policy, please contact us:

- **Email:** trip-enquiry@atg-oxford.com
- **Telephone:** +44 (0) 1865 315 678
- **Post:** Alternative Travel Group, Prama House, 267 Banbury Road, Oxford, OX2 7HT, United Kingdom