COOKIE POLICY
Effective from 1st November 2022

This Cookie Policy explains how EG Group Limited and its subsidiary Euro Garages Limited (collectively, "**we**", "**us**", and "**our**") uses cookies and similar technologies to recognise you when you visit our websites at www.eg.group (operated by EG Group Limited), and www.cinnabon.uk (operated by Euro Garages Limited) (collectively, the "**Websites**"). It explains what these technologies are and why we use them, as well as your rights to control our use of them.

In some cases, we may use cookies to collect personal information, or that becomes personal information if we combine it with other information.

What are cookies?

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners in order to make their websites work, or to work more efficiently, as well as to provide reporting information.

Cookies set by the website owner are called "first party cookies". Cookies set by parties other than the website owner are called "third party cookies". Third party cookies enable third party features or functionality to be provided on or through the website (e.g. like advertising, interactive content and analytics). The parties that set these third party cookies can recognize your computer both when it visits the website in question and also when it visits certain other websites.

Why do we use cookies?

We use first and third party cookies for several reasons. Some cookies are required for technical reasons in order for our Websites to operate, and we refer to these as "essential" or "strictly necessary" cookies. Other cookies also enable us to track and target the interests of our users to enhance the experience on our online properties. Third parties serve cookies through our Websites for advertising, analytics and other purposes. This is described in more detail below.

The specific types of first and third party cookies served through our Websites and the purposes they perform are described within our Cookie Consent Manager, which you can access via cookie preferences in the footer link.

How can you control cookies?

You have the right to decide whether to accept or reject cookies. You can exercise your cookie rights by setting your preferences in the Cookie Consent Manager. The Cookie Consent Manager allows you to select which categories of cookies you accept or reject. Essential cookies cannot be rejected as they are strictly necessary to provide you with services, or they allow us to comply with our legal obligations.

The Cookie Consent Manager can be found in the notification banner and on each of our Websites, and in each of the footers of our Websites. If you choose to reject cookies, you may still use the relevant Websites, although your access to some functionality and areas of that Website may not be as expected. You may also set or amend your web browser controls to accept or refuse cookies for each of our Websites. The specific way, in which you are able to refuse cookies through your web browser controls, will vary from browser-to-browser, and so we recommend you visit your browser's help menu for more information.

In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit http://www.aboutads.info/choices/ or http://www.youronlinechoices.com.

The specific types of first and third party cookies served through our Websites and the purposes they perform are described in the table below (please note that the specific cookies served may vary depending on the specific online properties you visit):

Clear GIFs, pixel tags and other technologies

Clear GIFs are tiny graphics with unique identifiers, similar in function to cookies. In contrast to cookies, which are stored on your computer's hard drive, clear GIFs are embedded invisibly on web pages. We may use clear GIFs (a.k.a. web beacons, web bugs or pixel tags), in connection with our Websites to, among other things, help us manage content, and compile statistics about usage. We and our third-party service providers use clear GIFs in HTML e-mails to our customers, to help us track email response rates, identify when our emails are viewed, and track whether our emails are forwarded**.**

Advertising and Analytics

We use the third-party analytics tool, Google Analytics, to collect, monitor, and analyse information we collect from you in order to improve functionality and user-friendliness of our Websites, and to better tailor our Websites to our visitors' needs.

We may also participate in third-party advertising networks (including but not limited to Google Ads, and Facebook Ads) and allow third parties, including network advertisers, to use cookies, pixel tags, and other tracking technologies on our Websites to collect usage information and display targeted advertising. These third parties may be able to associate the information they collect with other information they have about you from other sources. These third-party cookies and other technologies are governed by each third party's specific privacy policy.

How often will we update this Cookie Policy?

We may update this Cookie Policy from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. Please therefore revisit this Cookie Policy regularly to stay informed about our use of cookies and related technologies.

The date at the top of this Cookie Policy indicates when it was last updated.

Where can you get further information?

If you have any questions about our use of cookies or other technologies, please email us at dpo@eg.group or by post to:

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