THE AUCTION COMPANY (UK) LTD

Cookie Policy

Version 2.0 · Effective 23 November 2026

Document	Website Cookie Policy
Version	2.0
Status	Approved by Ray Purchase, Managing Director.
Effective date	23 November 2026
Supersedes	Cookie Policy dated 21 November 2022
Applies to	www.theauctioncompany.co.uk (our main website). Our online auction platform, auctions.theauctioncompany.co.uk, is run by EIG and has its own cookies notice.

This Cookie Policy explains how The Auction Company (UK) Ltd (**we**, **us**) uses cookies and similar technologies on www.theauctioncompany.co.uk (**our site**), and how you can control them. It should be read together with our **Privacy Notice**, available from the link at the bottom of every page of our site, which explains how we use personal data more generally.

We aim to use cookies in line with the Privacy and Electronic Communications Regulations 2003 (**PECR**), the UK General Data Protection Regulation (**UK GDPR**), the Data Protection Act 2018 and guidance from the Information Commissioner's Office (ICO).

1. What are cookies?

Cookies are small text files placed on your computer, phone or other device when you visit a website. Similar technologies include local storage, session storage, pixels and scripts. In this policy we refer to all of these as **cookies**. Some are set by us or our hosting provider (first-party cookies) and some by other organisations whose content appears on our site, such as YouTube and Spotify (third-party cookies).

2. How we use cookies

We do **not** use Google Analytics, Google Tag Manager, the Facebook (Meta) pixel or any other third-party analytics or advertising tags on our site. The cookies on our site come from:

- **our website hosting** – a cookie set by our hosting infrastructure when a page is requested;
- **enquiry attribution** – a short-lived item in your browser's session storage that remembers how you arrived at our site (for example, the referring website or campaign), so that we can see which pages and campaigns lead to enquiries;
- **embedded content from other organisations** – videos from YouTube, podcast audio from Spotify, reviews from Trustpilot and fonts from Google Fonts. When these load, the provider can see your IP address and may set its own cookies, which it controls under its own privacy and cookie policies.

3. Your choices

Cookie banner. We are introducing a cookie banner on our site that will let you **accept** or **reject** non-essential cookies, with rejecting as easy as accepting. Once it is live, non-essential cookies and embedded content that sets them will only load if you accept, and you will be able to change your choice at any time. Until then, please use the options below.

Browser settings. You can block or delete cookies and site data through your browser settings; guidance is usually in your browser's Help section. You can also use your browser's private or incognito mode, which normally clears cookies and session storage when you close it. Blocking third-party cookies should not stop our site working, although embedded videos or audio may not play.

Embedded content. YouTube and Spotify content currently loads on our Podcast page when you open the page or scroll to the player, before you press play. If you do not want these providers to set cookies, please

block third-party cookies in your browser before visiting that page. Videos on our Buy and Sell pages and some agent pages use YouTube's privacy-enhanced player, which only loads when you choose to play a video.

4. Cookies and similar technologies used on our site

The table below lists the cookies and similar items found on our site in a check carried out in November 2026. Third parties may change their cookies from time to time; their own policies give the latest details.

Name	Set by	Where	Purpose	Duration
GAESA	Our website hosting provider	All pages	Set by our hosting infrastructure when a page is requested. We do not use it for analytics or advertising.	30 days
tac:first-touch-attribution (session storage)	TAC	All pages	Remembers how you first arrived (referring web address and any campaign source, medium and name) so an enquiry you make can be linked to it.	Until you close the browser tab
YSC	YouTube (Google)	Podcast page	YouTube video session identifier for the embedded player.	Browser session
VISITOR_INFO1_LIVE	YouTube (Google)	Podcast page	YouTube visitor and video-delivery identifier.	180 days
__Secure-YNID	YouTube (Google)	Podcast page	YouTube identifier.	180 days
VISITOR_PRIVACY_METADATA	YouTube (Google)	Podcast page	Stores YouTube's own privacy-choice information.	180 days
__Secure-ROLLOUT_TOKEN	YouTube (Google)	Podcast page	Manages YouTube feature rollouts.	180 days
ytidb::LAST_RESULT_ENTRY_KEY, yt-icons-last-purged, yt-player-caption-persistence (local storage)	YouTube and YouTube privacy-enhanced player (youtube-nocookie.com)	Podcast page; videos on other pages when played	Video player housekeeping and caption preferences.	Until cleared
sp_t	Spotify	Podcast page	Spotify browser identifier used for measurement.	365 days
sp_landing	Spotify	Podcast page	Records landing or referral information for Spotify.	1 day
sentryReplaySession (session storage)	Spotify	Podcast page	Diagnostic information for the Spotify player.	Browser session

Other third-party content

- **Trustpilot:** our pages load Trustpilot's widget to show our reviews. No Trustpilot cookie was found in our check, but your browser contacts Trustpilot, which receives your IP address and browser details.
- **Google Fonts:** our site loads its fonts from Google (fonts.googleapis.com and fonts.gstatic.com). No cookies were found from these requests, but Google receives your IP address and browser details.
- **YouTube thumbnails:** preview images for videos on our Buy and Sell pages and some agent pages load from Google's image servers (i.ytimg.com) before you play a video.
- **YouTube advertising technology:** the YouTube players on our Podcast page also load a script from Google's advertising service (static.doubleclick.net).

5. The legal position

Under PECR, cookies and similar technologies that are strictly necessary to provide a service you have asked for can be used without consent. Most other cookies and similar technologies, including those used for attribution or set by embedded third-party content, need your consent. Our cookie banner is being introduced so that these items only load if you accept them.

6. Server logs

Like most websites, our site's hosting automatically logs certain technical information about each visit, such as your IP address, browser type and the pages requested. This is used to keep our site secure, diagnose errors

and administer our site, on the basis of our legitimate interests, and is kept only for a limited period. More information is in our Privacy Notice.

7. Our auction platform and other websites

This Cookie Policy applies only to www.theauctioncompany.co.uk. Our online auction platform at **auctions.theauctioncompany.co.uk** is provided by EIG and has its own cookies notice. Links on our site to other websites, such as AUCTRA (through our Join TAC link), YouTube, Spotify and Trustpilot, take you to sites with their own cookie and privacy policies.

8. Changes to this policy

We will update this Cookie Policy when we change the cookies we use, including when our cookie banner goes live. The version number and effective date above show when it was last updated.

9. Contact us

If you have any questions about our use of cookies, please email compliance@theauctioncompany.co.uk, call 0333 207 2707, or write to:

The Auction Company (UK) Ltd
5 Regent Street
Rugby
Warwickshire
CV21 2PE