



Cookie Policy

This Cookie Policy applies to www.peaktravels.co.uk operated by Peak Travels LTD of 104 St. Andrews Way, Slough, Berkshire, United Kingdom, SL1 5LJ, (“Peak Travels”, “we”, “us”, or “our”) acting as the data controller.

This Policy sits in line with the UK’s Privacy and Electronic Communications Regulations (“PECR”) and the EU’s Privacy and Electronic Communications Directive (“PECD”). If you have any questions about Cookies or about data protection at Peak Travels in general, you can reach us by email using peaktravelsltd@gmail.com, call 08008 611 786 or use our [Contact Form](#).

What cookies are?

On this website we use so-called "cookies". Cookies are small text files that are stored in the memory of your device via your browser. Cookies store certain information (e.g., your preferred language or page settings) which can be sent back to us by your browser when you visit the website again (depending on the lifetime of the cookie).

Which cookies do we use?

We distinguish between two categories of cookies:

Essential or Necessary cookies. These cookies are essential or necessary to ensure that a website works properly and is secure so that you can navigate a website and use its features. Without these cookies, certain features of a website would not function, and thus you would not be able to use certain services.

Optional cookies. These cookies are non-essential for the website to function and require your consent. When it comes to optional cookies the following distinctions are made:

- *Functional cookies* or sometimes called convenience cookies. These cookies allow a website to remember the options a user has made (including user ID’s stored, consents given, or languages selected) and other personalisation options you have selected when browsing.
- *Analysis and performance cookies*, which are used to monitor and improve the function and service of a website. Those can track down problems when using a website, facilitate online surveys, record visitor numbers, and provide analytics metrics.
- *Advertising cookies or targeting cookies.* They are used to deliver customised advertising to the user. This can be very convenient, but also very irritating.

The PECR and PECD, require us to ask for your consent when using specific cookies (in particular any cookie that is not strictly necessary for the operation of the website, for example, Functional cookies, Analysis and performance cookies and Advertising cookies or targeting cookies “Optional cookies”).

Further and as the UK’s Data Protection Act (“DPA”) and the General Data Protection Act (“GDPR”) also require a legal basis for the use of personal data in relation to cookies, the use of cookies would then be your consent as well as our legitimate interest.

However, as we think it is important that you should have full control over your privacy online, we refrained from placing optional cookies on our website and as such we are not required to obtain any consents. Nonetheless, this may change, and we ask you to regularly check this policy for any updates.

How to prevent the use of cookies



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If you do not wish to accept cookies, you can also change your web browser settings ([Google Chrome](#), [Mozilla Firefox](#), [Microsoft Internet Edge](#), [Opera](#), [Safari](#)) to automatically block the storage of cookies or to inform you when a website wishes to store cookies on your device.

Changes and Updates

We may update our Cookie Policy from time to time. This might be for a number of reasons, such as to reflect a change in the law or to accommodate a change in our business practices and the way we use cookies. We recommend that you check here periodically for any changes to our Cookie Policy.

Validity and questions

This Cookie Policy was last updated on Sunday, 18th of June, 2023, and is the current and valid version. However, we want to point out that from time to time due to actual or legal changes a revision to this policy may be necessary. If you have any data protection questions, please feel free to contact us by email using peaktravelsltd@gmail.com, call 08008 611 786 or use our [Contact Form](#).