



Excellence legal terms and conditions

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JAGUAR LAND ROVER WEBSITE PRIVACY POLICY

1. WHAT YOU CAN EXPECT TO SEE FROM READING THIS PRIVACY POLICY

Jaguar Land Rover is one of the world's leading producers of premium cars. Innovation and design give our customers experiences they love for life – anticipating and exceeding their needs and expectations. Quality and excellence are our hallmarks. Taking care of our customers is paramount.

We respect the privacy of every individual who visits our websites. This Privacy Policy explains how we use personal data received from our websites, and informs you of your data protection rights.

We will also help you to know when there is new information available in this Policy. We will tell you when this Privacy Policy was last updated, so you can take time to read it if it has changed since your last visit. **Privacy Policy Last Updated: 10th April 2018.**

2. DATA PROTECTION – WHAT YOU SHOULD KNOW WHEN USING OUR WEBSITES

1. WHO WE ARE AND WHICH WEBSITES ARE COVERED BY THIS PRIVACY POLICY

Who We Are: When we refer to 'Jaguar Land Rover', 'JLR' 'we' 'our' or 'us' in this Privacy Policy, we refer to: Jaguar Land Rover Limited, whose registered office is at: Abbey Road, Whitley, Coventry CV3 4LF, and whose registered number is: 1672070.

What this Privacy Policy covers: This Privacy Policy covers the identified UK websites, that are set out in the Annex at the end. To be transparent, when you visit a JLR website not covered by this Privacy Policy, these may be controlled by other JLR group entities, or by a third party acting on our group's behalf. We encourage you to check the Privacy Policy link at the bottom of the website you are visiting to see its privacy policy terms.

How we're regulated: For UK data protection legislation purposes, Jaguar Land Rover Limited is registered with the Information Commissioner's Office under registration number ZA020510.

Customer Relationship Centre contact details: If you'd like to get in touch on a website related query, Jaguar Land Rover Customer Relationship Centre contact details are accessible from these web pages:

Queries in relation to Jaguar: <https://www.jaguar.com/contact-us/index.html>

Queries in relation to Land Rover: <https://www.landrover.com/contact-us.html>

Queries in relation to any purchases made from the Jaguar store: <https://shop.jaguar.com/contact/>

Queries in relation to any purchases made from the Land Rover store: <https://shop.landrover.com/contact/>

More about the JLR Group...

Jaguar Land Rover is part of a group of companies whose parent company is Jaguar Land Rover Automotive plc. You can find out more corporate information about Jaguar Land Rover on our website at: <https://www.jaguarlandrover.com/>.

Jaguar Land Rover is part of the Tata group. More information about the Tata group and the Tata companies can be found here: http://www.tata.com/aboutus/sub_index/Leadership-with-trust and <http://www.tata.com/company/index/Tata-companies>

Login *

Your PIN:
 Password:

[Forgotten Your Password?](#)

Register

Not yet registered? Click register to set up your dealership's journey in Excellence.*

* This is a private restricted computer system that requires prior authorisation before use. Unauthorised access, by any means whatsoever, constitutes an offence and will be prosecuted to the full extent of the law.

2. WHAT INFORMATION WE COLLECT FROM OUR WEBSITES AND WHAT INFORMATION WE RECEIVE FROM OTHER SOURCES.

Our websites serve primarily as information portals to help you better understand our cars, products and services. We also, however, offer a number of website functions that collect information you provide to us when you ask to be kept informed, to be added to lists, events or experiences, or when you buy goods or book or request services.

The main ways we collect information from our websites:

- When you visit, or use and interact with our websites, for example to take steps to request or use online-available services, where you find out more about an event or experience or where you request any other information;
- When you enter into personalised web areas and use our websites as a way to engage with us, as a place where you can ask for personalised reminders, receive information about your vehicle, and/or request vehicle service or other information to be notified to you;
- When you provide information to or interact with any of Jaguar Land Rover careers pages;
- When you contact us (via contact details made available on our websites), or send us correspondence.

Information may also be received from other sources. For example:

- Vehicle related data from independent third party sources: When you own a JLR vehicle, information connected with you and your vehicle (including the vehicle identification number or VIN) may be shared as is appropriate between our network of retailers, repairers, importers, credit providers and credit hire product providers, and used to inform any personalised web areas you register to receive. The information that is shared will depend on factors like who you have bought your vehicle from and the services that you request from us throughout the period of your vehicle ownership. Please visit Section 4 (Who we share your personal data with) below to find out more. Please also visit our separate InControl terms and privacy policies (here for Jaguar: <https://incontrol.jaguar.com> and here for Land Rover: <https://incontrol.landrover.com>) for more information on vehicle data.
- Third party support services: For the performance of our website services and to allow us to maintain appropriate records and to support ongoing queries, we may receive data about you or your website activities from our group companies or third party providers (e.g. to confirm website payments, to track website order deliveries, to support website maintenance). More information on our categories of suppliers is provided at Section 4 (Who we share personal data with) below.
- Device data: Our websites automatically take certain device information in order to optimise your website experience (for example, allowing our website to automatically adapt screen size as appropriate for the device you are using to browse the website). This data also supports our website analytics. More information on automated data collection and cookies can be found in our Cookies policy, available via this link.
- Marketing data: Your contact details, marketing preferences or other information may be shared with us by retailers or other third parties partners, where there is appropriate notice and in compliance with applicable data protection laws. You have the right to ask us not to use your personal data for marketing purposes. Please see your data protection rights at Section 7 (Your data protection rights) below for further information on these.
- Public sources of data: : We may use public sources of data, for example, to support website functionality (e.g. to support authenticate or fraud checks), and/or to maintain the accuracy of the data we hold. For example, we may make checks from time to time with the DVLA to check our vehicle owner information remains up to date.

More about the personal data JLR may receive direct...

We receive information you provide to us in your use of our websites, for example, when you add information to online forms or to data fields on our websites. We may also receive information from you by other online means, for example, if you comment on our social media pages. This will be the information that is visible to you, and may include your name, occupation, contact information (e.g. email, postal address and phone/mobile number), credit card/payment details, driving licence details, vehicle data and general information you decide to share such as your experience with JLR products and services.

3. HOW WE USE YOUR PERSONAL INFORMATION.

We use personal information to manage and meet service and information requests, to understand service, vehicle and website use, and to make our products and services (including our web services) as effective as possible.

More about the main uses of your personal data and the legal grounds we rely on for these are...

Activity:

Applicable Legal grounds:

Maintaining and supporting website use

Where you use an online service governed by our provided online Terms and Conditions (for example, purchases from the online stores, or entering into prize draws and competitions), we and our permitted third parties will process data in a number of ways that support our website services. For example, this may include the following activities: identity confirmation, any fraud and authentication checks, service delivery, administration of prize draws, competitions, membership offers, surveys and other promotional activities, any applicable payment processes and collections activities, customer support and any ongoing service communications. We may also seek to improve our services, using user experiences to strengthen our internal processes. For example, we let you know when you call us (our customer care numbers are available from our websites) that our calls may be recorded to support training, audit and quality purposes.

Necessary for contract
Legitimate Interests in running effective website services

Where personal data is required for entering into a contract, we will identify to you where information is mandatory. The consequences of not providing this information may include being unable to proceed with the requested service.

Managing your requests

We will process data in managing your requests made on or via our websites (e.g. where you request a brochure, sign up to 'keep me informed' or add your details into any other website data form or data field). We will also process data in providing and maintaining personalised website experiences.

Legitimate Interests in running effective website services.

Enhancing website experience

Where we pre-fill website data fields to enhance and streamline your online experience.

Legitimate Interests in enhancing, simplifying and streamlining website experiences.

Internal research and development

For internal research, development, analytics, analysis and reporting purposes, e.g. to monitor current vehicle performance, predict trends or performance, develop new functions, products and services, or to evidence compliance with regulatory requirements.

Legitimate Interests in assessing and improving performance, managing compliance, monitoring trends and developing new products.

Marketing activities

We will obtain your consent to market communications to you using electronic means (e.g. email, text etc.), and may share your details for electronic marketing communications with our network of independent third parties, where you give consent for this to happen. We will also comply with cookie obligations where we use cookies on our website.

Other marketing activities will happen assessed on the Legitimate Interests ground. e.g. where we tailor marketing communications or send targeted marketing messages via post or social media and other third party platforms; and in providing existing customers with information about similar products and services. In order to improve the services we offer via our websites, we may ask you to participate in research from time to time. It is entirely up to you whether you choose to do so.

We will use profiling and carry out research and analytics activities to inform our marketing strategies, to create a better understanding of our customers and visitors; to support our website advertising, and to better improve the website information, functionality and the services we provide.

Consent

Note: Where we collect your personal data with consent, you may withdraw your consent for us to use your information in any of these ways at any time. Please see Withdrawing your consent in Section 7 below for further details. (This right doesn't effect the lawfulness of processing that was based on that consent before its withdrawal.)

Legitimate Interests for direct marketing purposes

Records maintenance and general administration

To maintain our records, administer and maintain our websites, support your queries and any other internal operations and administrative purposes (for example, this will include troubleshooting, testing, supporting our audit requirements and in responding to any enquiries you may make, including any data protection rights you raise).

Legitimate Interests in maintaining appropriate websites, records and service administration

Network and information security

To maintain our network and information security in order for us to take steps to protect your information against loss or damage, theft or unauthorised access. And to maintain appropriate server locations (for example, we may work with third parties to support appropriate use of cloud services).

Legitimate Interests as appropriate for ensuring network and information security

Corporate acquisitions and disposals

Any data processed as is necessary in the context of corporate acquisitions or disposals.

Legitimate business Interests
Legal Obligation

Management of legal and regulatory requirements

To manage legal and regulatory requests and requirements, meet or defend legal rights or for the prevention/detection of crime, (including where required to assist HMRC, law enforcement agencies such as the Police, the Driver and Vehicle Licensing Agency (DVLA) or any other public authority or criminal investigation body, or for the safeguarding of national security).

Legitimate Interests in complying with law and regulation, including responding to regulators

Legal Obligation

Service communications

In the event we communicate to you an urgent safety or product recall notices.

Vital interests

Legal Obligation

4. WHO WE SHARE PERSONAL DATA WITH.

We may share your personal data with:

- Those third parties who need to handle it so we can provide to you the products, services you have signed up to or requested, for example, to provide or offer finance or credit, insurance, to provide marketing and advertising support services and for optimised website services.
- With our network of retailers, authorised repairers and where relevant our importers network (together our "retail network"), so as to be able to fulfil requests for goods, services, etc, and for assessment and training, to be able to enhance the quality of the services you obtain when interacting with our Retail Network.
- Jaguar Land Rover group companies in line with the data uses set out in this Privacy Policy.
- Third parties in the event we sell or buy any business or assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal or regulatory obligation or requests, or in order to enforce these terms or to investigate actual or suspected breaches.

We have safeguards in place with our service providers to ensure that your data is kept securely and used in accordance with the purposes set out in this Privacy Policy.

More about JLRs network of Independent Third Parties...

We work with a number of independent third parties to provide services, such as our Retail Network, credit product providers, contract hire products. Personal data may be sent directly to these entities by you (for example if you contact them by phone or email or via their website pages), or we may share personal data with them where appropriate to support with your queries or other service requirements.

Where you use the UK websites to find or make contact with our Retail Network, a credit provider, or a contract hire product provider, these are (unless otherwise stated), independent businesses and not JLR group companies. Any contact you make to them (for example, to call or send an email) and any data you provide to them in use of their websites, will be controlled by them, not by JLR. If you have questions regarding a third party's (such as a retailer, importer, credit provider, contract hire product provider or repairer's) use of your personal data, we recommend you contact those parties directly.

For information on independent third parties we work with:

For Jaguar:

- Our Retail Network is generally identifiable from the 'locate a retailer' website functionality. They can be searched for by name, location or postcode. A full list of all UK Retailers is accessible by clicking [here](#).
- In the UK, credit is provided by Black Horse Limited trading as Jaguar Financial Services, St William House, Tresillian Terrace, Cardiff CF10 5BH.

For Land Rover:

- Our Retail Network is generally identifiable from the 'locate a retailer' website functionality. They can be searched for by name, location or postcode. A full list of all UK Retailers is accessible by clicking [here](#).
- Credit products are provided by Black Horse Limited trading as Land Rover Financial Services, St William House, Tresillian Terrace, Cardiff CF10 5BH.
- Contract Hire products are provided by Lex Autolease Limited trading as Land Rover Contract Hire, Heathside Park, Heathside Park Road, Stockport SK3 0RB.

More about Suppliers...

We use a number of service suppliers to support our business and these service providers may have access to our systems and data in order to provide services to us and on your behalf, for example payment processors, information technology such as hosting service providers, marketing and digital advertising support services, customer services and relationship handling, service and system specialists, website analytics support, online store shipping, delivery and support for events and experiences.

More about JLR Group companies, and how they may provide service support...

As a member of the Tata Group of companies, we can benefit from the large IT infrastructure and expertise that exists within our wider corporate structure. This means that the personal data you provide to us may be accessed by

members of our group of companies only as necessary for service and system maintenance and support, aggregate analytics, business continuity, IT and administrative purposes. For example where necessary to support particular website enquiries, or to provide technical support that maintains website functionality.

More about Public bodies, law enforcement and regulators...

From time to time, the police, other law enforcement agencies and regulators can request personal data, for example for the purposes of preventing or detecting crime, or apprehending or prosecuting offenders.

5. INFORMATION ABOUT INTERNATIONAL DATA TRANSFERS.

The Jaguar Land Rover UK websites use servers which are hosted in the EU. However we may share website personal data with suppliers or group companies located outside of the EU where this is necessary for the purposes described above. Where this happens, we apply safeguards to add to the data protections that apply to those data transfers. This includes an assessment of the adequacy of the third country in question, use of European Commission approved model contract terms where appropriate, and assessment of Privacy Shield certification for US located entities where applicable.

More about the adequacy checks JLR puts in place for international data transfers...

Where JLR chooses to share personal data with a third party located outside the EU, the following factors are assessed to support adequate transfer of this data:

- Internal checks to identify the existence or absence of any adequacy decision by the European Commission. We have group companies, and use suppliers located in countries that have been approved by the European Commission as having essentially equivalent data protection laws. A full list of these countries as at the date of this Privacy Policy is: Andorra, Argentina, Canada, Faroe Islands, Guernsey, Israel, Switzerland, Jersey, New Zealand, Uruguay and the Isle of Man. (The European Commission has also approved as adequate the EU-US Privacy Shield programme – this is described below). This list and information about the protections the European Commission has considered is available via this link.
- Use of measures like European Commission approved measures to support adequate transfers of personal data. We also have group companies, and use suppliers located in countries that are elsewhere in the world. To manage data protection compliance with these transfers, we will use European Commission approved data transfer mechanisms such as use of model contractual clauses approved by the Commission. We will also assess where applicable where a supplier is able to demonstrate to us they have Binding Corporate Rules. (Binding Corporate Rules is a GDPR – recognised Data Protection mechanism to ensure adequate personal data transfers). We may work with suppliers who are able to demonstrate to us they are Privacy Shield certified.
- To understand the protections required in European Commission approved Model Clauses, a template copy of these is accessible from this location.
- To see a full list of approved Binding Corporate Rules, please click this link.
- A full list of Privacy Shield participants, and their Privacy Shield certification information is available from this website link.

6. HOW LONG WE HOLD PERSONAL DATA FOR.

We'll keep your personal data for as long as we need it to provide the products and services you've signed up to. We may also keep it to comply with our legal obligations, respond to queries and resolve any disputes, to meet our legitimate interests and to enforce our rights.

The criteria we use to determine storage periods include the following: Information we have told you about storage periods on our website or in website terms and conditions. We will also use criteria such as applicable contractual provisions that are in force, legal statutory limitation periods, applicable regulatory requirements and industry standards.

7. YOUR DATA PROTECTION RIGHTS.

You have rights in connection with your personal data, including: to withdraw consent where you have given it, to be informed and have access to your personal data, to correct or complete inaccurate data, and in certain circumstances to restrict, request erasure, object to processing, or request portability of your personal data to another organisation.

We try to ensure that we deliver the best levels of customer service. If you do need or want to get in touch with us for any reason regarding your data protection rights, please get in touch using either of the email addresses below, and add into the subject header that it relates to your data protection rights. These Customer Experience Centre email addresses are the appropriate contact details for our Data Protection Officer where queries are data protection related:

UK

- ttadmin@jaguarlandrover.com
- ukacad@jaguarlandrover.com

Austria

- rreisse@jaguarlandrover.com

Germany

- dschutz@jaguarlandrover.com

France

- vhorlav1@jaguarlandrover.com
- dfarge1@jaguarlandrover.com

Italy

- JLRirelazionicienti@legalmail.it

Netherlands

- ddiaz@jaguarlandrover.com

Portugal

- ddiaz@jaguarlandrover.com

Spain

- jcasano3@jaguarlandrover.com

Belgium

- dvanas@jaguarlandrover.com

If you are not happy and have a data protection related complaint, please contact us direct at this email address: DPOffice@jaguarlandrover.com. If you are not satisfied, you also have the right to complain to the Information Commissioner's Office.

To learn more about these data protection rights, see below.

More about my data subject rights...

- If you have given us consent to process your personal data, including for electronic marketing communications, you have the right to withdraw that consent at any time. Just use the unsubscribe options presented, for example, these are present in the email marketing communications sent by us.
- You can ask for access to the personal data we hold about you, object to the processing, request that we correct any mistakes, restrict or stop processing or delete it. If you do ask us to delete or stop processing it, we will not always be required to do so. If this is the case, we will explain why.
- In certain circumstances you can ask us to provide you with your personal data in a usable electronic format and transmit it to a third party (right to data portability). This right only applies in certain circumstances. Where it does not apply, we will explain why.

More about how I can get in touch with the Information Commissioner's Office (ICO)...

The Information Commissioner's Office (the ICO) is the supervisory authority that regulates personal data in the UK. You can get in touch with the ICO in any of the following ways:

- By going to their website: www.ico.org.uk
- By giving them a call on 0303 123 1113
- or by writing to them. Their address is: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow SK9 5AF.

8. LINKS TO OTHER WEBSITES

Our website may contain links to other websites run by other organisations which we do not control. This policy does not apply to those other websites, so we encourage you to read their privacy statements. We are not responsible for the privacy policies and practices of other websites and apps (even if you access them using links that we provide) and we provide links to those websites solely for your information and convenience. We specifically disclaim responsibility for their content, privacy practices and terms of use, and we make no endorsements, representations or promises about their accuracy, content or thoroughness.

9. KEEPING YOUR INFORMATION SECURE

We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

We require all of our services providers to have appropriate measures in place to maintain the security of your information.

Where we have given you (or where you have chosen) a password that enables you to access any personalised area in a JLR website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted over the internet; any transmission is at your own risk. Your information will be kept in a secure environment protected by a combination of physical and technical measures such as encryption technologies or authentication systems to prevent any loss, misuse, alteration, disclosure, destruction, theft or unauthorised access.

Which JLR websites are covered under this Privacy Policy

This Privacy Policy covers those websites identified below. These are JLR websites for which Jaguar Land Rover Limited is a data controller.

Jaguar Land Rover is responsible for the processing any personal data you provide to us through these websites:

<https://www.jaguar.co.uk>

<https://www.landrover.co.uk>

<https://www.jaguar.com>

<https://www.landrover.com>

<https://jdxforms.jaguar.com>

<https://lrdxforms.landrover.com>

<https://buildyour.jaguar.com>

<https://buildyour.landrover.com>

<https://financecalculator.jaguar.com>

<https://financecalculator.landrover.com>

<http://gear.jaguar.com/gb/en/>

<http://gear.landrover.com/gb/en/>

<http://used.jaguar.co.uk/>

<http://www.usedvehicles.landrover.co.uk/>

<https://shop.jaguar.com>

<https://shop.landrover.com>

<https://www.rules.config.jaguar.com>

<https://www.rules.config.landrover.com>

<https://www.jaguarexcellence.com/login.aspx>

<https://www.landroverexcellence.com/login.aspx>

In this privacy policy we refer to these as 'the **UK JLR website pages**' or **our websites**'.

For transparency this Privacy Policy does not cover all JLR branded websites, and we would always encourage you to click the Privacy Policy link of the website you are visiting to see the privacy information that applies.

In particular, please be aware that the following websites have their own separate website terms and Privacy Policy and are currently not within the scope of this Privacy Policy.

The InControl Websites:

<https://incontrol.jaguar.com>

<https://incontrol.landrover.com>

These are websites for which Jaguar Land Rover Limited is also data controller, but they are governed by separate and different website terms and privacy policies.

The British Motor Museum Website:

<https://www.britishmotormuseum.co.uk/>

The data controller for this website is not Jaguar Land Rover, but a separate entity in the JLR group. This site has its own separate and different Privacy Policy.

Independent companies we don't control: Where you go from our websites to a third party, such as a retailer, repairer, importer, credit product provider, or contract hire product provider these are independent parties and not part of the JLR group. This means JLR will no longer control (and in some cases won't even see) the data you provide to third parties in these instances.

Websites we don't control: When you visit the following websites:

- <https://www.landroverinsurance.com/>
- <https://www.jaguarcarinsurance.co.uk>
- <http://compare.jaguar.co.uk>
- <http://compare.landrover.co.uk>

Please note, these fall outside the scope of this Privacy Policy, and will be covered by their own Privacy Policy terms.

JAGUAR LAND ROVER WEBSITE COOKIES POLICY

When you visit our websites, read, click or download information, and receive emailed information from us (e.g. brochures) in response to your requests, we will obtain some information via automated means from or about your device, and about how you use our website. We may also use pixel-tags and cookies that may transfer to the cookie file of your device, depending on the nature of your device. More information about these is set out below. This information helps us so we can improve our site for all our visitors and helps us make ongoing improvements so that the information on our pages can be updated and remains relevant and useful to you.

Device Data

Device data that our websites collect include:

- technical information, your internet domain name (this might be your internet service provider, for example, BT, Sky, TalkTalk or your place of work), and Internet protocol (IP) address used to connect your device to the internet, your login information, browser type and version, (e.g. Google Chrome, Microsoft Edge, Mozilla Firefox), [your device type], time zone setting, browser plug-in types and versions, operating system (e.g. Windows 10, macOS) and platform;
- information about your visit (including the full Uniform Resource Locators (URL) clickstream to, through and from our websites (including date and time); products you viewed or searched for; page response times; download errors; length of visits to certain pages, How many and which pages you visit during a 'session' on our site and how long you were on the site, and page interaction information (such as scrolling, clicks and mouse-overs).
- We may receive information about you if you use any of the other websites we operate or services we provide. We work with third parties (including for example business partners, sub-contractors in technical, payment and delivery services, fraud and authentication support service providers, advertising networks, analytics providers and search information providers, credit reference agencies), and may receive information about you from them.

Pixel-Tags

We may use "pixel tags," which are small graphic files that allow us to monitor the use of our websites. A pixel tag can collect information such as the IP (Internet Protocol) address of the computer that downloaded the page on which the tag appears; the URL (Uniform Resource Locator) of the page on which the pixel tag appears; the time the page containing the pixel tag was viewed; the type of browser that fetched the pixel tag; and the identification number of any cookie on the computer previously placed by that server. When corresponding with you via HTML capable e-mail, we may use "format sensing" technology, which allows pixel tags to let us know whether you received and opened our e-mail.

Cookies

A cookie is a text-only string of information that a website transfers to the cookie file of the browser on your computer's hard disk so that the website can remember who you are. Cookies can help a website to arrange content to match your preferred interests more quickly - most major websites use cookies. Cookies alone cannot be used to identify you.

A cookie will typically contain the name of the domain from which the cookie has come; the "lifetime" of the cookie; and a value, usually a randomly generated unique number.

Two types of cookies are used on this website:

- Session Cookies, which are temporary cookies that remain in the cookie file of your browser until you leave the site.
- Persistent Cookies, which remain in the cookie file of your browser for much longer (though how long will depend on the lifetime of the specific cookie).

How cookies are used on this site and what information is collected.**Session Cookies are used:**

- To allow you to carry information across pages of our site and avoid having to re-enter information.
- Within registration to allow you to access stored information.

Persistent Cookies are used:

- To help us recognise you as a unique visitor (using a number, you cannot be identified personally) when you return to our website.
- To allow us to tailor content or advertisements to match your preferred interests or to avoid showing you the same adverts repeatedly.
- To compile anonymous, aggregated statistics that allow us to understand how users use our site and to help us improve the structure of our website. We cannot identify you personally in this way.

To learn more about cookies in general and how to manage them, visit www.aboutcookies.org

Here's a list of the main cookies we use, and what we use them for. You'll find information about 3rd party cookies on the next tab.

Cookie Name	Cookie Purpose
JLR_cookies	Hides cookie banner once it has been closed.
JLR_IgniteBar	So the Ignite bar knows if the items have changed from the previous page. So it can animate out any new items.
psyma_participation	Stores users preference in participation of the Psyma research survey
UVL4_compare	Store vehicle ID's for the compare tool
UVL4_saved	Store vehicle ID's for the Saved Cars tool
UVL4_saved-search:*	Store users search criteria for the Saved Search tool
UVL4_viewed	Store vehicle ID of recently viewed vehicle
UVL4_prev-search	Saves the users previous search criteria
UVL4_postcode	Saves the users postcode, so they don't have to input it more than once
UVL4_acrobatReaderVersion	Check what version of Adobe acrobat reader is available on the client
CFID	Allows the management of user sessions
CFTOKEN	Allows the management of user sessions

Web Beacons

Some of our Web pages may contain electronic images known as Web Beacons (sometimes known as clear gifs) that allow us to count users who have visited these pages. Web Beacons collect only limited information which includes a cookie number; time and date of a page view; and a description of the page on which the Web Beacon resides. We may also carry Web Beacons placed by third party advertisers. These Beacons do not carry any personally identifiable information and are only used to track the effectiveness of a particular campaign.

Cookie Name	Cookie Purpose
__cfduid	Enables Site, Improve web analytics and site monitoring.
dc	Utilised in enabling A/B testing within the website
matchgoogle	Regulates synchronisation of user identification and exchange of user data between various ad services.
mc	Collects data on the user's visits to the website, such as what pages have been loaded. The registered data is used for targeted advertising.
siteimproveses	Enables SiteImprove web analytics and site monitoring.
visitorID	Utilised in enabling A/B testing within the website
SCOGID	Utilised in Real User Monitoring
id, u2, lidid	These cookies are placed for Media and advertising tracking. This information enables us to make our marketing activity more relevant.
wfivefivec	These cookies are placed for Media and advertising tracking by DataXU. This information enables us to make our marketing activity more relevant.
SCOSID	Utilised in Real User Monitoring
ActivityInfo2, IDE, OT2, OT_6695, MC	These cookies are placed for Media and advertising tracking. This information enables us to make our marketing activity more relevant.
_atuvc, _atuvs, bt, um, uit, uid, loc, dt, bt2, di2	These cookies are used in recording user sharing and social activity and to help publishers know approximately where people sharing information are located.
psyma_participation	Stores users preference in participation of the Psyma research survey.

Media Innovation Group Appnexus	These various online ad tracking cookies help us show you online adverts relevant to you. They track the adverts you have seen, those you have clicked on, and the pages you have visited on our site afterwards.
51300000 JDX-UK_login, 51300000 JDX-UK_reset, CoreID6, TestSess3	Enables web analytics tracking through IBM Digital Analytics
x_axis_main	These cookies are placed for Media and advertising tracking through Xasis. This information enables us to make our marketing activity more relevant.
ABTasty, ABTastySession	Utilised in enabling A/B testing within the website
nmstat	Enables SiteImprove web analytics and site monitoring.
cmTPSet	Enables web analytics tracking through IBM Digital Analytics
_ceg.s, _ceg.u	Enables web analytics tracking through CrazyEgg
_dc_gtm_UA-51944696-1	Enables web analytics tracking through Google Tag Manager
_ga, _gid	Enables web analytics tracking through Google Analytics
s3optout	Used to store the opt-outs from sophus3 services
TCSess	Enables web analytics tracking through sophus3
_pk_uid	Enables web analytics tracking through sophus3
_s3_ref.*	Enables web analytics tracking through sophus3
_s3_cvar.*	Enables web analytics tracking through sophus3
_s3_id.*	Enables web analytics tracking through sophus3
_s3_ses.*	Enables web analytics tracking through sophus3
AHWqTUmwL6VrQ5y8evH7SLrULMBNA hpb0pe9yFyTLAO0gvtZuBPOcCo_44bTH5J0	DoubleClick tracking cookie (Floodlight)

__dc_gtm_UA-49208630-16, __gid, __ga, __utmc, __utmz, __utma, __utmb, __utmt, __utmt_b, __utmt_c	Web Analytics tracking for Google Analytics
51300000 JDX-UK_login, TestSess3, 51300000 JDX-UK_reset, CoreID6, 90401137_reset, cmTPSet	IBM analytics cookie (Spark44)
s, anj, icu, sess, usersync, uuid2	AppNexus tracking cookie
optimizelySegments, km_ai, cean, first_snapshot_url, optimizelyBuckets, cean_asoc, km_lv, _ceir, __ga, optimizelyEndUserId	CrazyEgg site usage monitoring cookie
id, mdata	Mindshare tracking cookie
u2, ActivityInfo2	Mindshare tracking cookie (Sizmek)
COOKIE2NDBYTE	Enables web analytics tracking for NetInsight
eb	Collects and processes personal data for the purpose of providing a more tailored online advertising experience. Additionally, serves to aggregate performance data of keywords used in search engines prior to engaging with our websites.

Managing Cookies - Disabling, Enabling & Deleting Cookies

You have the ability to accept or decline cookies by modifying the settings in your browser. However, you may not be able to use all the interactive features of our site if cookies are disabled. Guideline instructions on how to check cookies are enabled follow below:

How to set and customise your cookie settings for the browser you are using

How to manage cookies in Internet Explorer:

Cookie settings in most versions of Internet Explorer can be found by clicking the tools option and then the privacy tab.

How to manage cookies in Microsoft Edge

Cookie settings in Microsoft Edge can be found by clicking the More option and then the Settings icon.

How to manage cookies in Firefox

Cookie settings in Firefox are managed in the Options window's Privacy panel. See Options window - Privacy Panel for information on these settings.

How to manage cookies in Chrome

Click on the spanner icon on the toolbar, select settings, click the under the bonnet tab, click on content settings in the privacy section.

How to manage cookies in Opera

You can manage cookies in Opera if you Click on settings, then Preferences, then Advanced and finally Cookies.

How to manage cookies in Safari

Choose Safari, then preferences and then click security. You should then be able to specify if and when Safari should accept cookies.

To manage cookies on your mobile phone

Please consult your manual or handbook.

Deleting cookies

You can easily delete any cookies that have been installed in the cookie folder of your browser. For example, if you are using Microsoft Windows Explorer:

Open 'Windows Explorer'

Click on the 'Search' button on the tool bar

Type "cookie" into the search box for 'Folders and Files'

Select 'My Computer' in the 'Look In' box

Click 'Search Now'

Double click on the folders that are found

'Select' any cookie file

Hit the 'Delete' button on your keyboard

If you are not using Microsoft Windows Explorer, then you should select "cookies" in the "Help" function for information on where to find your cookie folder.

Your Choices

You have some choices over whether or not this information is accessible from your device. For example, location data, depending on the nature of your device, may be configurable to turn on or off. Most mobile devices provide users with the ability to disable location services. Often, these controls are located in the device's settings menu. If you have questions about how to disable your device's location services, we recommend you contact your mobile service carrier or your device manufacturer.

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