

Cookie Policy

Last updated: 15 June 2026

1. Introduction

This Cookie Policy explains how YachtCloud uses cookies and similar technologies on <https://yachtcloud.com/> and related website pages. It should be read together with our Privacy Policy.

This Cookie Policy has been updated to reflect the latest cookie banner scan completed on 14 June 2026, which identified 20 cookies across 50 scanned pages.

2. What cookies are

Cookies are small text files placed on your device when you visit a website. Similar technologies may include pixels, tags, scripts, local storage, software development kits, tracking identifiers and other technologies that help websites recognise devices, remember choices, measure activity or deliver content.

3. Cookie categories we use

- **Essential cookies:** required for website operation, security, checkout, cookie preference management and similar core functions. These cookies cannot normally be switched off through the cookie banner because the website may not work properly without them.
- **Functional cookies:** used to remember choices, support selected features and store cookie consent preferences.
- **Analytics cookies:** used to understand how visitors use our website, measure traffic, review page performance, diagnose issues and improve user experience.
- **Advertising and targeting cookies:** used to measure marketing performance, support conversion tracking, understand campaign effectiveness, build audiences or deliver more relevant communications where permitted by law.

4. Cookies identified in the latest scan

The latest scan identified 20 cookies: 7 analytics cookies, 1 functional cookie, 11 advertising cookies and 1 essential cookie.

The scan reflects the cookies detected at the time of scanning. The actual cookies set may vary depending on your location, consent choices, browser settings, embedded content, page visited and changes made by YachtCloud or third-party providers.

- **Analytics cookies:** CLID, _clck, _clsk, _ga, _ga_ZCNB8XFKK6, AnalyticsSyncHistory and SM. These may be associated with tools such as Google Analytics, Microsoft Clarity and LinkedIn-related analytics or synchronisation technologies.

- **Functional cookie:** CookieConsent. This is used to remember or manage cookie consent preferences.
- **Advertising cookies:** _gcl_au, li_sugr, lidc, bcookie, UserMatchHistory, _fbp, bscookie, MUID, MR, SRM_B and ANONCHK. These may be associated with Google advertising, LinkedIn, Meta/Facebook, Microsoft/Bing Ads and Microsoft Clarity advertising or measurement technologies.
- **Essential cookie:** __cf_bm. This is associated with bot management, security and service protection functionality used in connection with LinkedIn-related content or services detected on the website.

5. Third-party services that may use cookies

The website may use third-party tools and services that place, read or receive information from cookies and similar technologies. These may include Google Analytics, Google advertising services, Microsoft Clarity, Microsoft/Bing advertising services, LinkedIn, Meta/Facebook, CookieConsent and other website, analytics, advertising, security or embedded-content providers.

Third-party providers have their own privacy and cookie practices. We do not control how third-party providers use cookies outside our website or where they act as independent controllers.

6. Why we use cookies

We may use cookies and similar technologies to operate and secure the website, remember your cookie preferences, support shopping cart and website functionality, analyse website usage, improve pages and content, measure advertising performance and understand how visitors interact with our website.

7. Consent and cookie preferences

Where required by law, we ask for your consent before using non-essential analytics, advertising or targeting cookies. You can accept, reject or customise cookie categories through our Cookie Consent Manager where available.

Non-essential analytics, advertising and targeting cookies should be controlled through the Cookie Consent Manager and should not be treated as strictly necessary cookies unless the law clearly allows that classification.

Essential cookies may remain active because they are necessary for website operation, security or preference management. If you reject non-essential cookies, some website features, analytics or personalised marketing functions may be limited.

8. Browser controls

You may also manage cookies through your web browser settings. Most browsers allow you to block, delete or restrict cookies. If you block or delete cookies, parts of the website may not function as intended and your preferences may need to be reset.

9. Updates to this Cookie Policy

We may update this Cookie Policy when our website, cookie banner, analytics tools, advertising tools, third-party services or legal requirements change. The cookies used on the website may also change over time.

10. Contact

For questions about this Cookie Policy, contact YachtCloud at info@yachtcloud.com.