

Classic Car Curation Advertising Policy

As part of Classic Car Curation's long term goal of improving it's appearance and features, we have decided to permit the use of controlled advertising on our website: www.classiccarcuration.co.uk or www.classiccarcuration.com

Income generated from advertising on the site will be used to implement new ideas and functions.

Why do we offer advertising on our website?

- To improve the website, it's features and general up-keep.
- To offer classic services to advertise and reach out to their particular audience.
- To offer a communication and engagement for classic businesses to reach out to targeted audiences.

If you are looking to place advertisements on our website and would like more information then please email info@classiccarcuration.co.uk

General Principles

The placement of advertisements within the site will be coordinated to ensure that adverts do not compromise the prime purpose and functionality of our website.

Classic Car Curation has approved categories of advertising that are deemed acceptable for placement on our website.

Classic Car Curation reserves the right to refuse to promote or to remove any individual advertisement, which, in the opinion of Classic Car Curation, is considered inappropriate.

All adverts must adhere to the codes of conduct laid down by the Advertising Standards Authority and must not conflict with Classic Car Curation's aims and priorities.

The Advertising Standards Authority's Code includes provisions that marketing communications:

- Must be legal, decent, honest and truthful.
- Must not bring advertising into disrepute, in addition must not bring the council into disrepute.
- Must conform to the Code.
- Must respect the principles of fair competition.

Specific categories of organisations, products or services may not advertise or be advertised on the Classic Car Curation website, which are:

Types of organisations:

- Political organisations

- Lobby groups
- Manufacturers and distributors of tobacco products
- Manufacturers and distributors of alcohol
- Payday lenders

Products:

- Tobacco
- Alcohol
- Pornography and adult content
- Gambling and betting services
- Payday loans

Disclaimer

Whilst every effort has been made to make sure the accuracy of the content of the advertisements contained in this publication, Classic Car Curation cannot accept any liability for errors or omissions contained in any of the advertisements provided by an advertiser.

Classic Car Curation does not accept any liability for any information or claims made by the advertisement or by the advertisers. Any inclusion of the Classic Car Curation name on a publication should not be taken as an endorsement by Classic Car Curation.

Behavioural targeting, cookies and privacy

What are Cookies and why are they used?

Cookies are small text files which identify your computer to our server. They are widely used on the internet to make websites work, or work more efficiently. We send these to your computer for the following reasons:

- To tailor the website to your browser.
- To help us analyse the use of the website.
- To allow applications on our website to work correctly - for example, making sure that we know when you have logged on or off and which part of an application you are accessing.