

Cookie Policy

Last updated: November 2025

This Cookie Policy explains how Delmar World Limited (trading as *Delmar World* and *Perfect Cruises*) uses cookies and similar technologies on our websites.

1. What Are Cookies?

Cookies are small text files stored on your device when you visit a website. They help the site remember your preferences, improve functionality, and collect analytical data about website performance.

2. Types of Cookies We Use

We use the following categories of cookies:

- **Essential Cookies** - These are necessary for the website to function properly — e.g., to remember your cookie preferences or enable secure browsing.
 - **Performance and Analytics Cookies** - Used to collect information about how visitors use our websites (e.g., pages visited, time spent). We use **Google Analytics** to help us understand visitor behaviour and improve our content.
 - **Functional Cookies** - These remember your preferences and enhance your experience, for example, maintaining form inputs or settings between visits.
 - **Marketing and Tracking Cookies** - We use tools such as the **Meta Pixel** to deliver relevant advertising and measure campaign effectiveness. These cookies track your browsing habits across websites.
 - **Third-Party Cookies** - Some content, such as **Widgety** cruise information or embedded media (e.g., YouTube videos), may set their own cookies beyond our control. Please refer to their policies for more details.
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3. Cookie Consent Management

We use **CookieYes** to manage cookie consent on our website. CookieYes helps us comply with data protection regulations by displaying a cookie banner, recording user preferences, and updating our cookie policy automatically. You can manage your cookie preferences at any time via the banner or settings link provided.

When you first visit our site, you'll see a **cookie consent banner** giving you the option to:

- Customise,
- Reject All non-essential cookies
- Accept All

You can withdraw or change consent at any time. We do not set analytics/marketing cookies unless you opt in. You can also change your cookie settings at any time through your browser. Disabling certain cookies may affect website functionality.

4. Changes to This Policy

We may update this Cookie Policy from time to time to reflect changes in technology, law, or our practices. Any updates will appear on this page.

5. Contact

If you have any questions about our use of cookies, please contact:

Delmar World Limited

54–56 Chester Road, Gresford, Wrexham, LL12 8NE

Email: sales@delmarworld.co.uk

Telephone: 01978 853886
