

ATLANTAS MARINE LTD

Cookie Policy

How we use cookies and analytics on atlantasmarine.com | Issued October 2026

This policy explains the cookies and similar technologies used on atlantasmarine.com, which is run by Atlantis Marine Ltd, and how you can control them. Our Privacy Policy explains how we handle personal information more generally, including who we share it with and your rights.

NECESSARY COOKIES

These keep the site working. They remember your cookie choices, keep your basket and account secure in the shop, and support card payments through Stripe, including fraud checks. They cannot be switched off.

ANALYTICS

We use Google Analytics to understand how visitors use the site, such as which pages are viewed and how people move between them. We use this information only in aggregate, to improve the site. We do not use it for advertising or to build profiles of individuals, and we have switched off Google's advertising features and data sharing for our account. Google acts as our processor for this data.

If you are visiting from the UK, analytics runs by default under the exception for statistical purposes in the Privacy and Electronic Communications Regulations. If you are visiting from outside the UK, the European Economic Area and Switzerland, analytics also runs by default. In both cases you can switch it off at any time by selecting Deny on the cookie banner, or by opening cookie preferences from the cookie icon at the bottom of the page.

If you are visiting from the European Economic Area or Switzerland, Google Analytics sets no cookies unless you accept analytics. Until you do, the page sends Google basic signals without cookies or identifiers, such as that a page was viewed, which cannot be linked to you.

SESSION INSIGHTS

We use Microsoft Clarity to see how pages are used, for example where people click and scroll, so we can fix problems with the site. In the UK, the European Economic Area and Switzerland, Clarity does not run at all unless you accept analytics. Elsewhere it runs by default and stops if you select Deny.

FUNCTIONAL AND MARKETING COOKIES

Some shop features use functional cookies: remembering products you have viewed, and linking an order to one of our emails if you arrived from one. When you accept advertising cookies, WooCommerce also records how you found the site, such as a search engine or a link, so we can see which channels lead to orders. These cookies only run if you allow them, and we do not use them to show you advertising.

COOKIES WE USE

COOKIE	SET BY	PURPOSE	TYPE	DURATION
cookiez-user-consent	Atlantas Marine	Remembers your cookie choices	Necessary	6 months
wp_consent_*	Atlantas Marine	Passes your cookie choices to the site's plugins	Necessary	30 days
wp_woocommerce_session_*, woocommerce_cart_hash, woocommerce_items_in_cart	Atlantas Marine	Keep your basket and session in the shop	Necessary	Up to 2 days
__stripe_mid	Stripe	Fraud prevention for card payments	Necessary	1 year
__stripe_sid	Stripe	Fraud prevention for card payments	Necessary	30 minutes
_ga	Google Analytics	Distinguishes visitors so visits can be counted	Analytics	Up to 2 years
ga<ID>	Google Analytics	Keeps track of the current visit	Analytics	Up to 2 years
_clk	Microsoft Clarity	Recognises a returning browser	Analytics	1 year
_clsk	Microsoft Clarity	Links page views into one session	Analytics	1 day
woocommerce_recently_viewed	Atlantas Marine	Shows products you have recently viewed	Functional	Session
mailchimp_*	Mailchimp	Links a shop order to the email you came from	Functional	Up to 28 days
sbjs_*	WooCommerce	Records how you found the site, for order attribution	Advertising	Session

Some browsers shorten how long cookies last. Durations above are the longest each cookie is kept.

CHANGING YOUR CHOICE

Select the cookie icon at the bottom of any page to change your preferences. You can also block or delete cookies in your browser settings, though some parts of the site may not work properly without them.

INTERNATIONAL TRANSFERS

Google, Microsoft, Stripe and Mailchimp may process data in the United States. Where they do, we rely on UK adequacy regulations, the UK Extension to the EU-US Data Privacy Framework, or standard contractual protections.

YOUR RIGHTS

We do not sell personal information. Depending on where you live, you may have rights to access, correct or delete information collected through cookies, and to object to its use. To use them, contact us using the details below. UK visitors can also complain to the Information Commissioner's Office at ico.org.uk.

CHANGES TO THIS POLICY

We will publish any changes to this policy on our website. This version was issued in October 2026.

CONTACT

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