



MVT

Cookie Policy

V1.02 November 2025

Previous Versions

Version	Date	Author	Reason
1.01	October 2019	D Sutton	Policy initiated
1.02	November 2025	T Hawkes	Updates and reformat Updated Cookie list Cookie Consent details



MVT Website Cookie Policy

Context: The Military Vehicle Trust is the World’s largest organisation of ex-military vehicle owners and enthusiasts and is dedicated to “keeping our mechanical veterans alive”. We have been a Registered Charity since 1987 and our Charitable Purposes are set down in a document called our “Memorandum of Association”.

The Trust is established for the purpose of restoring and preserving military vehicles of historical interest and the preservation of books, drawings, records, documents, sound and visual recordings, films, photographs and other media and ephemera relating to such vehicles, their history and development, and promoting and encouraging the same aim in others.

Our Core Values are summarised in our three aims:

Conserve and Restore, Educate and Inspire and Honour and Respect

This policy explains how The Military Vehicle Trust (“MVT”, “we”, “us”, or “our”) uses cookies and similar technologies on our website (www.mvt.org.uk). By continuing to use our website, you consent to the use of cookies as described in this policy.

1. What Are Cookies?

Cookies are small text files placed on your device when you visit a website. They help websites remember your preferences, improve user experience, and gather analytics data. Cookies may be:

- **Session cookies** – deleted when you close your browser.
- **Persistent cookies** – remain until manually deleted or expired.

Cookies do not typically identify you personally but may link to personal data we hold. Details of our Cookie Consent pop ups are listed in Appendix 1.

2. Types of Cookies We Use

Type	Purpose
Strictly Necessary	Enable core functionality like security, network management, an accessibility
Performance	Help us understand how visitors interact with our site
Functionality	Remember choices you make (e.g. region, language)
Targeting/Marketing	Used by third parties to deliver relevant ads or services

3. Third-Party Cookies

We use third-party services that may set cookies:

- **Google Analytics** – to analyse website usage. [Google Privacy Policy](#)
- **RomanCart** – to enable shopping cart functionality.
- **eDirectDebit (Rapidata plc)** – to facilitate online membership payments.

For a list of third-party Cookies please refer to the Appendix 2 Cookie List.

4. Managing Cookies

You can manage or disable cookies via your browser settings. Instructions vary by browser:

- [Chrome](#)
- [Firefox](#)
- [Edge](#)

Blocking cookies may impact website functionality.

5. Changes to This Policy

We may update this policy to reflect changes in law or our practices. Please check this page periodically.

6. Contact Us

For questions about this policy or your data rights, contact:

The Military Vehicle Trust

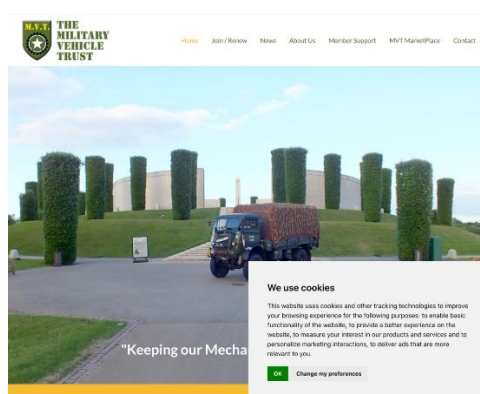
PO Box 1405, Northampton, NN1 9EY

☎ 0333 321 8977

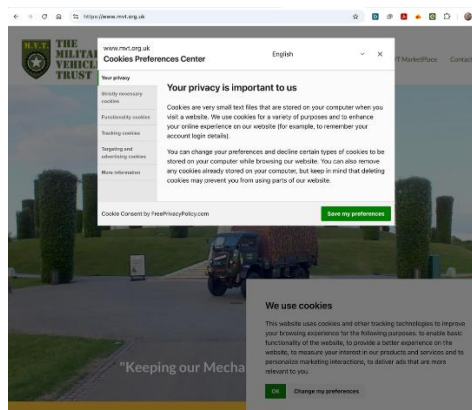
Appendix 1.

Cookie Consent

All new visitors will see a cookie notice popup like this:



There is a link at the foot of every page for 'cookie policy' which provides 'granular consent options' like this:



These options are also accessible in the cookie policy in the footer.

Appendix 2 - Cookie List

Essential (4) ^

These cookies are strictly necessary for your website to properly function, and therefore cannot be disabled by your users.

CloudFlare

COOKIE NAME	DESCRIPTION	DOMAIN
__cf_bm	Cloudflare places the cookie on end-user devices that access customer sites protected by Bot Management or Bot Fight Mode.	.www.mvt.org.uk

Stripe

COOKIE NAME	DESCRIPTION	DOMAIN
__stripe_sid	Fraud prevention and detection	.www.mvt.org.uk
m	Tracks the user's session for Stripe	m.stripe.com
__stripe_mid	Fraud prevention and detection	.www.mvt.org.uk

Advertising (3) ^

These cookies are used to make advertising messages more relevant to users. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting advertisements that are based on user interests.

<https://www.quantcast.com/privacy>

COOKIE NAME	DESCRIPTION	DOMAIN
sp	<i>none found</i>	ec.editmysite.com

YouTube

COOKIE NAME	DESCRIPTION	DOMAIN
VISITOR_INFO 1_LIVE	YouTube is a Google-owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites. Used by Google in combination with SID to verify Google user account and most recent login time.	.youtube.com
YSC	YouTube is a Google-owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites. Used by Google in combination with SID to verify Google user account and most recent login time.	.youtube.com

Analytics (6)



These cookies collect information that is used to help you understand how your website is being used, how effective your marketing campaigns are, and to help you customize your website for users.

Google Analytics

COOKIE NAME	DESCRIPTION	DOMAIN
_ga	Records a particular ID used to come up with data about website usage by the user	.mvt.org.uk
_ga	Records a particular ID used to come up with data about website usage by the user	.powr.io
_gid	Keeps an entry of unique ID which is then used to come up with statistical data on website usage by visitors. It is a HTTP cookie type and expires after a browsing session.	.powr.io
ga#	Used to distinguish individual users by means of designation of a randomly generated number as client identifier, which allows calculation of visits and sessions	.mvt.org.uk

Adobe Analytics

COOKIE NAME	DESCRIPTION	DOMAIN
s7	Gather data regarding site usage and user behavior on the website.	.mvt.org.uk
s7	Gather data regarding site usage and user behavior on the website.	www.mvt.org.uk

Performance (3)



These cookies are used to enhance the performance and functionality of your website, but are not essential to its use. However, without these cookies, certain functionality (like videos) may become unavailable.

Youtube

COOKIE NAME	DESCRIPTION	DOMAIN
__Secure-ROLLOUT_TOKEN	is used by YouTube to manage the phased rollout of new features and updates	.youtube.com
VISITOR_PRIVACY_METADATA	to store the user's cookie consent state for the current domain	.youtube.com

Adobe.com

COOKIE NAME	DESCRIPTION	DOMAIN
language	Is a persistent cookie used to store user language preferences. The storage expires at the closure of the website.	www.mvt.org.uk



These cookies could not be classified.
Classify each cookie by contacting the provider or researching the name to determine their purpose.

www.powr.io

COOKIE NAME	DESCRIPTION	DOMAIN
ahoy_unique_36785110	<i>none found</i>	www.powr.io

www.mvt.org.uk

COOKIE NAME	DESCRIPTION	DOMAIN
cookie_consent_level	<i>none found</i>	www.mvt.org.uk
cookie_consent_user_consent_token	<i>none found</i>	www.mvt.org.uk
site_session	<i>none found</i>	www.mvt.org.uk

https://www.powr.io/privacy

COOKIE NAME	DESCRIPTION	DOMAIN
ahoy_visit	<i>none found</i>	www.powr.io
ahoy_visitor	<i>none found</i>	www.powr.io