



Gemini Drivers

Cookie Policy

Gemini Drivers Limited

Website: www.geminidrivers.com

Company Number: 11084569

Last updated: 11 September 2026

1. Introduction

This Cookie Policy explains how Gemini Drivers Limited ("Gemini Drivers", "we", "us" or "our") uses cookies and similar technologies when you visit www.geminidrivers.com.

This policy should be read alongside our Privacy Policy, which explains how we collect, use, store and protect personal information.

2. What Are Cookies?

Cookies are small text files that are stored on your computer, smartphone, tablet or other device when you visit a website.

Cookies can be used to enable a website to function correctly, remember user preferences, maintain security, analyse how visitors use a website and measure the effectiveness of advertising.

We may also use similar technologies such as pixels, tags, scripts and local storage. References to "cookies" within this policy include these similar technologies where appropriate.

3. How We Use Cookies

Gemini Drivers uses cookies and similar technologies to:

- ensure our website operates correctly;
- maintain website security;
- remember your cookie preferences;
- understand how visitors use our website;
- monitor website performance;
- identify which pages and services are most popular;
- understand how visitors find our website;
- measure applications, enquiries and other conversions;
- measure the effectiveness of our advertising campaigns;

- support Google Ads advertising;
- support Facebook and Instagram advertising through Meta; and
- help us improve our website, recruitment campaigns and marketing.

Non-essential cookies will only be used where you have provided the appropriate consent.

4. Types of Cookies We Use

Strictly Necessary Cookies

These cookies are required for the website to operate correctly and may be used for website security, maintaining sessions, processing forms and remembering your cookie preferences.

Where these cookies are strictly necessary to provide the website or a service you have requested, consent is not normally required.

Analytics Cookies – Google Analytics

We use Google Analytics (GA4) to help us understand how visitors use www.geminiDrivers.com.

Google Analytics may collect information including:

- pages visited;
- time spent on the website;
- how visitors arrived at the website;
- links and buttons clicked;
- browser and device information;
- approximate location information; and
- interactions with website content.

This information allows us to analyse website traffic, understand how visitors interact with the website and identify areas for improvement.

We have enabled IP anonymisation within Google Analytics, which means that IP addresses are truncated before being stored and are not retained in full by Google Analytics.

Google Analytics (GA4) may use cookies including `_ga` and `_ga_XXXXXXXXXX` format cookies.

Google Analytics cookies will only be activated where you have consented to analytics cookies.

Google provides further information about its privacy practices and use of data through its own privacy documentation.

Advertising Cookies – Google Ads

We use Google Ads to advertise Gemini Drivers and our recruitment opportunities online.

Google Ads cookies and tracking technologies may be used to:

- measure whether someone who viewed or clicked one of our advertisements subsequently visited our website;
- measure enquiries, applications and other conversions;
- understand the effectiveness of our advertising campaigns;
- create advertising audiences;
- support remarketing campaigns; and
- help display advertising that may be more relevant to users.

Google may use cookies and other identifiers in connection with these services.

Google Ads advertising and tracking technologies requiring consent will only be activated after you have consented to marketing cookies.

Advertising Cookies – Meta/Facebook

We use advertising services provided by Meta Platforms, including Facebook and Instagram advertising.

Our website may use the Meta Pixel, sometimes referred to as the Facebook Pixel, to help us measure and improve our advertising.

The Meta Pixel may allow us to:

- measure visits resulting from Facebook or Instagram advertisements;
- understand actions taken on our website;
- measure recruitment applications or enquiries;
- measure advertising conversions;
- create advertising audiences;
- create audiences of people with similar interests;
- undertake remarketing or retargeting campaigns; and
- measure and improve the performance of our advertising.

Meta may collect information about your device, browser and interactions with our website and may associate this information with other information held by Meta in accordance with its own privacy policies.

Meta advertising technologies requiring consent will only be activated where you have consented to marketing cookies.

5. Cookies and Technologies We May Use

The exact cookies used may change as Google, Meta and other service providers update their technologies.

Our website may use cookies or similar technologies including:



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Provider	Example Cookie / Technology	Purpose	Category	Typical Duration
Gemini Drivers	Cookie consent / preferences	Remembers your cookie choices	Strictly Necessary	12 months
Google Analytics	_ga	Helps distinguish website visitors and analyse website usage	Analytics	2 years
Google Analytics	_ga_XXXXXXXXXX	Helps maintain and measure website session and usage information	Analytics	2 years
Google Ads	Advertising / conversion technologies	Measures advertising performance and conversions	Marketing	Up to 13 months
Google Ads	Remarketing technologies	Helps create advertising audiences and support relevant advertising	Marketing	Up to 13 months
Meta	_fbp	Helps measure advertising, conversions and website activity	Marketing	90 days
Meta Pixel	Pixel / tracking technology	Measures activity resulting from Facebook and Instagram advertising	Marketing	Session / up to 90 days

The precise cookie names and durations may vary depending on the configuration of our website and changes made by the relevant third-party providers.

6. Third-Party Services

We currently use or may use the following third-party services involving cookies or similar technologies:

- **Google Analytics** – website analytics and performance measurement.
- **Google Ads** – advertising, conversion tracking, audience measurement and remarketing.
- **Meta Platforms (Facebook and Instagram)** – advertising, Meta Pixel, conversion measurement, audience creation and remarketing.

These providers may process information collected through their technologies in accordance with their own privacy policies.

7. International Data Transfers

Google and Meta are based in the United States. Where information collected through cookies or similar technologies is transferred outside the United Kingdom, we take steps to ensure that appropriate safeguards are in place in accordance with applicable UK data protection legislation.

This may include transfers made on the basis of standard contractual clauses or other appropriate transfer mechanisms recognised under UK law.

Further information about international data transfers can be found in our Privacy Policy.



8. Cookie Consent

When you first visit www.geminidrivers.com, you will be presented with a cookie consent banner or preference tool.

You will be able to:

- accept non-essential cookies;
- reject non-essential cookies; or
- manage your cookie preferences.

Google Analytics, Google Ads and Meta/Facebook advertising technologies requiring consent will not be activated until you have provided the appropriate consent.

You can change or withdraw your consent at any time through the cookie preference controls available on our website.

9. Managing Cookies Through Your Browser

Most internet browsers allow you to control cookies through their settings.

Depending on your browser, you may be able to:

- view cookies stored on your device;
- delete cookies;
- block cookies;
- block third-party cookies;
- allow cookies only from selected websites; or
- automatically delete cookies when your browser closes.

Blocking strictly necessary cookies may prevent parts of our website from functioning correctly.

10. Personal Information and Advertising

Some information collected through Google Analytics, Google Ads and Meta advertising technologies may constitute personal data or be linked to online identifiers.

Where personal data is processed, Gemini Drivers will handle it in accordance with applicable UK data protection legislation, including the UK GDPR and Data Protection Act 2018.

Further information about how we process personal data can be found in our Privacy Policy.

11. Recruitment and Application Forms

Our website may allow prospective drivers and other candidates to submit enquiries or applications.



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Cookies or similar technologies may be used to measure whether an application or enquiry resulted from one of our advertising campaigns.

For example, if you click a Gemini Drivers advertisement on Google, Facebook or Instagram and subsequently submit an application, the relevant advertising platform may record that a conversion has taken place.

Information you provide within an application or enquiry form is covered by our Privacy Policy and is not governed solely by this Cookie Policy.

12. Changes to This Cookie Policy

We may update this Cookie Policy periodically to reflect changes to our website, advertising platforms, cookies, technology or legal requirements.

The latest version will be published on www.geminidrivers.com and the "Last updated" date will be amended accordingly.

13. Contact Us

If you have any questions regarding this Cookie Policy, our use of cookies or how we process personal information, please contact Gemini Drivers Limited using the contact details provided on our website.

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