

Cookies

What are cookies?

Cookies are small files which are stored on a user's computer. They are designed to hold a modest amount of data specific to a particular client and website, and can be accessed either by the web server or the client computer. This allows the server to deliver a page tailored to a particular user, or the page itself can contain some script which is aware of the data in the cookie and so is able to carry information from one visit to the website (or related site) to the next.

How to control and delete cookies

Triumph will not use cookies to collect personally identifiable information about you. However, if you wish to restrict or block the cookies which are set by Triumph websites you can do this through your browser settings. The 'Help' function within your browser should tell you how.

Alternatively, you may wish to visit www.aboutcookies.org which contains comprehensive information on how to do this on a wide variety of browsers. You will also find details on how to delete cookies from your machine as well as more general information about cookies.

Please be aware that restricting cookies may impact on the functionality of Triumph websites.

Cookies used on the various Triumph websites

Cookie Name	Purpose
showPopup	This cookie is used by the Triumph Website when displaying content in a pop up, it simply sets a value and does not contain any user information.
token	This cookie is used by the Triumph Websites to identify you as a user.
firstName	This cookie is used by the Triumph Websites to display your first name.
lastName	This cookie is used by the Triumph Websites to display your last name.
country	This cookie is used by the Triumph Website to determine your country of origin and suggest content which may be more relevant.
PHPSESSID	This cookie is used by My Triumph and triumph-dealers to identify you as a user between page loads. This cookie is destroyed each time you close your browser.

Locale	This cookie is used by My Triumph to determine the content and language to show you.
cookieEnabled	This cookie is used by My Triumph to determine whether your browser is allowing cookies to be set or not.
Token	This cookie is used by My Triumph to identify you as a user in order to return your user information.
timeToReValidate	This cookie is used by My Triumph to set when we check whether you are logged in.
captchaCounter	Records the number of failed captcha attempts.
Rememberme	Should you wish your login details to be remembered. It is not advisable to use remember me on a shared device.
ECHOcookies	This cookie is used by Triumphonline
lnet4epcbp	This cookie is used by Triumphonline

Third Party Cookies

Triumph uses a number of suppliers who also set cookies on the Triumph website in order to deliver the services that they are providing. If you would like more information about the cookies used by these suppliers, as well as information on how to opt-out, please see their individual privacy policies listed below.

Website	Cookie Name	Description
	sifrFetch	Triumph sites use sIFR fonts for headings. sIFR fonts are based on Flash and a cookie named sifrFetch is set to indicate whether the browser supports Flash. This can be disabled from within your browser settings.
Google Analytics	_utma _utmb _utmc _utmz	The Triumph Web Sites use Google Analytics, a web analytics service provided by Google, Inc. Google Analytics sets cookies in order to evaluate your use of the Triumph Web Sites and compile reports for us on activity on the Triumph Web Sites. How to reject or delete this cookie http://www.google.com/intl/en/privacypolicy.html
Google Maps	NID SNID	These cookies are used by Google to store user preferences and information when viewing pages with Google maps on them. The Triumph Web Sites use

	PREF khcookie	<p>Google Maps, a map service provided by Google, Inc. Google Maps are used for Events, Dealers and Find a Dealer.</p> <p>How to reject or delete this cookie http://www.google.com/intl/en/privacypolicy.html</p>
AddThis	xtc uid uit psc Coyote-2-a0f0084 di dt loc bt	<p>The Triumph Web Sites integrate AddThis social networking functionality. AddThis is built by Clearspring who use data to give consumers a more personalized sharing experience, provide website publishers with in-depth analytics, and help advertisers deliver more relevant ads.</p> <p>How to reject or delete this cookie http://www.addthis.com/privacy/opt-out</p>
Xgraph	_push4xgat _mpush _xguid _xgcid	<p>Part of the AddThis application and provides Audience buyers and sellers with solutions to identify and target high-value custom audiences who share similar lifestyles, values, and purchasing habits.</p> <p>How to reject or delete this cookie http://www.xgraph.net/optout.php</p>
Media6Degrees	acs clid ipinfo vstcnt	<p>Part of the AddThis application and collects behavioural information:</p> <p>How to reject or delete this cookie http://media6degrees.com/info/privacy-policy/</p>
YouTube	VISITOR_INFO1_LIVE	<p>Triumph embed videos into the website using YouTube's embed code. You can find out more about the YouTube cookies on their website. To find out more about the YouTube use of cookies please visit http://www.youtube.com/t/privacy</p> <p>You can opt out of certain YouTube cookies. Information can be found on the page above.</p>