



Version 1.1 | 21 October 2026

1. About this Cookie Policy

This Cookie Policy explains how Ashford Farm BV, trading under the name Ashford Auctions ("Ashford", "we", "us" or "our"), uses cookies and similar technologies on the Ashford Auctions informational and promotional website.

The online bidding environment is hosted and technically operated separately by WeAuction B.V. When you follow a link to that bidding environment, the cookies and similar technologies used there are covered by the cookie information and preference controls presented on that platform.

2. What are cookies and similar technologies?

Cookies are small files stored on or accessed from your device when you visit a website. Similar technologies, such as pixels, tags, local storage and device identifiers, may be subject to the same rules. Some cookies last only for your browser session; others remain for a defined period.

3. Categories of cookies we use

Category	Purpose	Consent
Strictly necessary	Required for the website, security, requested functions or to remember your cookie choices.	Not required where the cookie is genuinely strictly necessary.
Analytics / statistics	Helps us understand how visitors use the website and improve its performance.	Required before activation.
Marketing / advertising	May measure campaigns, personalise advertising or enable advertising-related tracking.	Required before activation.
Embedded / external media	May enable content or functionality supplied by third parties, such as video or social-media features.	Required before activation where the technology is not strictly necessary.

4. Detailed cookie list

The Cookie Settings / preference centre on the website provides the current list of cookies and similar technologies actually in use. It should identify, as applicable, the cookie or tracker name, provider, purpose, category, information collected or accessed, duration and whether a third party receives or can access the information.

5. Your choices and consent

When you first visit the website, the cookie banner gives you a choice before non-essential cookies are activated. You can accept or reject non-essential cookies and, where several purposes are used, manage your choices by category. Consent is not inferred from continued browsing, acceptance of general terms and conditions or browser settings.

You can change or withdraw your consent at any time through the Cookie Settings link available on the website. Withdrawing consent is designed to be as easy as giving it. Withdrawal does not affect processing that lawfully took place before consent was withdrawn.



6. Third-party content and WeAuction

The website may contain external links or embedded third-party content. Where such content uses non-essential cookies or similar technologies, it should not be activated before the required consent is obtained.

Bidding takes place on a separate environment hosted and technically operated by WeAuction B.V. Please use the cookie information and preference controls presented on that environment for cookies and trackers used there. Personal data processed in connection with participation in an Ashford Auction is addressed in the Ashford Farm Privacy & GDPR Policy.

7. How long do we remember your choice?

The cookie used to remember your cookie preferences is retained only for an appropriate period. In line with guidance from the Belgian Data Protection Authority, a period of up to six months is in principle considered reasonable for remembering cookie preferences. We may ask you to make a new choice earlier if the cookies or purposes materially change.

8. Personal data and your rights

Where cookies or similar technologies involve personal data, the processing is also subject to the GDPR. Information about the controller, legal bases, recipients, retention and your data-protection rights is available in the Ashford Farm Privacy & GDPR Policy. For non-essential cookies, the legal basis for the cookie/tracker itself and associated consent-based processing is your consent.

9. Newsletter and marketing communications

Visitors may choose to subscribe to Ashford Auctions updates by providing their email address and, optionally, their telephone number. The use of these contact details for marketing communications is separate from cookie consent and is governed by our Privacy & GDPR Policy. You can withdraw your consent to receive marketing communications at any time.

10. Changes to this Cookie Policy

We may update this Cookie Policy when the website, the technologies we use or applicable legal requirements change. We date and version the policy and retain previous versions and information about material changes to our consent mechanism where appropriate for accountability purposes.

11. Contact

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