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We and our business partners use cookies and similar technologies to track your use of our website so that we can provide important features and functionality on our website, monitor its usage, and provide you with a more personal experience and to display information that matches your interests.

What are cookies?

A cookie is a small text file that is downloaded on to your computer, tablet or smartphone when you access our website. It allows our website to recognise your device and store some information about your preferences and past actions.

What are pixels?

A tracking pixel is a small piece of code containing an image that is placed on a webpage you visit that is used among other things to target and/ or remarket ads. When employed as a targeting or remarketing tool, the information is collected in an anonymous cookie, which is then used by our advertising to display targeted advertisements to select individuals. For example, if you visited our website searching for florists, you may be served a special offer advertisement from a flower shop when you visit Facebook, Twitter, or another website later on.

What cookies are used on this website?

The cookies we and our business partners use on this website are broadly grouped into the following categories:

Type of cookies	Example	Details
Strictly necessary	N/A	These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log in to secure areas of our website, use a shopping cart, or to allow communication between your browser and the website.
Performance	Omniture	We use analytical cookies to help us understand how users engage with our website. An example is counting the number of visitors and to see how many visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
Advertising	Floodlight	To try and ensure that the adverts you see are relevant to you we use cookies to collect information about the types of things that interest you, for example websites you visit and the geography that you are based in. Having these cookies does not increase the number of adverts you will be shown, but simply makes the adverts you see more relevant. Our 'Floodlight' cookie allows us to track and report on the actions of users who visit our site after viewing or clicking on one of our ads.

Functional	write Review	<p>We use cookies to improve your experience by remembering your preferences so we know how you like to use our website. Examples of this would be remembering you so that you are served with the same content, to remember you when you come back to the site or to remember that you like logging in via Facebook or other social media sites.</p> <p>Our 'writeReview' cookie allows us to recognise that a user is logged in in order to leave a review.</p>
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The Facebook pixel

Type of pixel	Example	Details
Marketing	Facebook Pixel	<p>Our website uses the Facebook pixel to tailor the advertising you see on Facebook to relevant products, services, businesses or causes you may be interested in based on your searches on Yell.com.</p>

Advertising cookies Yell uses on our business partner websites

Yell places adverts on a number of third party websites. We use cookies to control how often you are shown a particular advert on those websites, so that you do not see the same Yell sourced advert too frequently. We do not collect any personal data within these cookies.

Cookie consent

The first time you access a Yell website, you will be informed about our use of cookies to improve your site experience. By continuing to browse our website you consent to our use of the cookies detailed in this cookie policy.

Third party cookies

Some of the cookies and the Facebook pixel described above are stored on your machine by third parties when you use our website. We have no control over these cookies or how the third parties use them. They are used to allow that third party to provide a service to us, for example analytics. For more information on these cookies and how to disable them, please see the third party's individual privacy policy listed below:

Third party	Type of cookie	More information and how to opt out
Adobe / Omniture	Performance Omniture provides anonymised data about the visits made to our website and allows us to test and evaluate the best ways to present out website to our users.	www.omniture.com/en/privacy/product
Google	Performance Google provides anonymised data about the visits made to our website. Functional Google also stores cookies which allow the "Google +" social sharing functionality.	www.google.co.uk/intl/en/policies/privacy/

Face book	<p>Functional Facebook stores cookies which allow the Facebook “Like” social sharing functionality but only if you click on the Facebook “Like” button on our website or log in to Yell using your Facebook account.</p> <p>Advertising Our website uses pixels from Facebook to tailor the advertising you see on Facebook to relevant products, services, businesses or causes you may be interested in based on your searches on Yell.com.</p>	<p>www.facebook.com/about/privacy/</p>
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How can I reject or opt out of receiving cookies?

If you have previously consented to us storing cookies on your machine but then change your mind, you can do the following:

- delete the cookies from your browser. Most browsers also allow you to prevent all or some cookies being stored on your machine in the future. For more information on how to delete or disable cookies from your browser please use the “help” function within your browser or alternatively visit allaboutcookies.org; and/or
- if you only want to reject some or all of the third party cookies you will need to visit the relevant third party’s website directly to manage cookies stored on your machine by them.

Please be aware that disabling cookies may impact the functionality of this website.

We can't always control third party cookies stored on your machine from our website and setting your cookie preferences with us will not stop those third party cookies from being stored on your machine, you must manage these cookies directly with the relevant third party, please see our "Third Party Cookies" section below for more information.

If you want to know more about how cookies work and how to manage or delete them, visit the [World Wide Web Consortium's website](#) (or, for third party cookies, visit www.youronlinechoices.com).

Changes to this cookie policy

We may update this policy from time to time so you may want to check it each time you visit our website. We last changed this policy on 6 July 2023.

By continuing to use this site without changing your settings you consent to our use of cookies in accordance with our cookie policy.