toob cookies and similar technologies policy

This is the Cookies and Similar Technologies Policy (referred herein as "cookie policy") of toob ltd (referred herein as "toob", "we", "our", "us"), which forms part of the toob Privacy Policy (www.toob.co.uk/privacy-policy). We respect your privacy and are committed to protecting your personal data. We would like to be open and transparent with you, and for you to know how we collect and make use of your data when you use our website (www.toob.co.uk). We encourage you to contact us if you have any questions about this policy or the ways in which we use your data.

What are cookies and similar technologies?

Cookies are small texts files made up of letters and/or numbers that we store on your website browser or the hard drive of your device with your consent. When you first use our website, you can consent by opting-in to allow us to use cookies while you use our website. The simplest way to opt-in of our cookie usage is to use the cookie tool found either in the bar at the bottom of the page when you first access the website, or by clicking the "C" icon in the bottom left corner of the webpage.

Cookies contain information that is transferred to your device's hard drive and generally make your website browsing experience better.

There are 2 types of cookies, these are:

- **Session cookies** which expire when you finish your visit to our website. They are used for several purposes, such as for security purposes when you enter your details to our website.
- **Persistent cookies** that are stored on your device between sessions and allow your preferences or actions to be remembered ready for the next time you visit our website. You can delete these cookies manually if you wish to do so or configure your web browser so that they are automatically deleted between sessions (visits to our website).

We use both persistent cookies and session cookies.

As well as cookies, we also use **similar technologies** on our website and online services. They are an alternative means to carry out functions usually performed by cookies, such as conducting web analytics. On our website we use:

Social widgets: Our website features buttons from social media providers that, when you click them, enables you to visit our social pages and interact with us and the social media provider using their platform. When you click the buttons, the third-party social media provider may collect information about your browsing history.

Local storage: These are data sets that help maintain your usage history and preferences when you use our website and are stored locally on your device.

Web beacons: These are small graphics that help us understand your browsing history but, unlike cookies, are not stored on your device.

Google reCAPTCHA: We use this service, which is provided by Google, on our website. Google reCAPTCHA carries out checks in the background to identify whether data provided via our website has been entered by a human or by automated means, such as a bot. These checks are carried out by Google processing the data that is collected when a user visits our website. The data is then analysed by checking the behaviour and actions of the user when they visit the website, (e.g., time spent on the website and actions carried out such as filling in forms). toob has a legitimate interest to carry out these checks to protect our website and company from collecting data that has been entered by malicious automated means and from receiving spam. For more information about how Google uses your personal data, please visit: https://policies.google.com/privacy?fg=1

Cookies used on the toob website

Our website does not store any information that, on its own, would enable us to identify individual users of this website without their consent. Any cookies used on this website are either on a session basis or for longer periods of time to maintain your preferences.

Cookie Name	Lifespan	Part Type	Description/Purpose
CookieControl	90 days	Third party	Civic UK Cookie Control: This cookie is set to remember the user's preferences regarding cookies.
_ga	2 years	Third party	Google Analytics: These cookies collect information about how visitors use our website. We use the information to compile reports that help us make our website better. This information includes the number of visitors to our website, where they come from, and the pages of our website that they visited. These cookies are only set if you give your consent to collect them, which you do if you accept our recommended cookie settings. You can easily opt-in (or out if you change your mind) by using the cookie tool on our website. You may also wish to manually change the cookie settings on your chosen web browser. Click **here** to read Google's Privacy Policy and learn how they look after your data.
_gat	1 minute		
_gat_UA	1 minute		
_gid	24 hours		
AnalyticsSyncHistory	31 days	Third party	Social media advertising: These cookies enable us to gain insight into our website visitors and how they interact with social media, as well as enabling our advertising to be shown across social media platforms (e.g., Facebook, Instagram, Twitter, LinkedIn). They also provide our social media partners with information about how our website is used.
UserMatchHistory	31 days		
bcookie	2 years		
_fbp	3 months		
li_gc	2 years		
lidc	24 hours		
guest_id	2 years		
personalization_id	2 years		

All these cookies record your data anonymously and this means none of your data is attributed to you as an individual. For example, the analytics cookies we use associate your visit with your geographical location (country, city) but do not identify you.

Further information on deleting or controlling cookies is available at http://www.aboutcookies.org.uk/. Otherwise, please check the information given by your web browser provider.

If you choose to block all cookies from your web browser, remember that this may affect your views and access to areas of our website.

We review our cookie policy on a routine basis and will let you know about any significant changes if we have your contact details (because you are a customer or business partner of ours). Otherwise, you may wish to visit this webpage from time to time.

If you have any questions about our cookie policy, please contact us by sending an email to enquiries@toob.co.uk.

This policy was last updated on 18 November 2021 and this published version supersedes any previous versions.

If you would like a copy of previous versions of this policy, please contact our customer services team by sending an email to helpdesk@toob.co.uk.