

# toob cookies policy

This is the Cookies and Similar Technologies Policy (referred herein as the “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](http://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](http://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 text 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 session cookies and persistent 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.

**Pixels and Web beacons:** These are small graphics that live on our website. Unlike cookies, pixels/web beacons are not stored on your device, instead they access information like your IP address to try to ‘match’ visits. We use these technologies to help us understand your browsing history and the effectiveness of our advertising campaigns.

**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	Necessary/Analytical	Lifespan	Part Type	Description/Purpose
CookieControl	Necessary	90 days	Third Party	Civic UK Cookie Control: This cookie is set to remember the user's preferences regarding cookies.
_ga	Analytical	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 <a href="#">here</a> to read Google's Privacy Policy and learn how they look after your data.
_gat	Analytical	1 minute		
_gat_UA	Analytical	1 minute		
_gid	Analytical	24 hours		
AnalyticsSyncHistory	Analytical	31 days	Third party	Social media and Advertising: These cookies enable us to gain insight into our website visitors
UserMatchHistory	Analytical	31 days		



Cookie Name	Necessary/ Analytical	Lifespan	Part Type	Description/Purpose
bcookie	Analytical	2 years		and how they interact with social media and enable our advertising to be shown across social media and other platforms (e.g., Facebook, Instagram, Twitter, LinkedIn, Sky).  They also provide our social media and advertising partners with information about how our website is used or how our adverts have been seen.  Where an advert is placed on a platform external to this website you may use the platform's own settings to set your advertising preferences.
_fbp	Analytical	3 months		
li_gc	Analytical	2 years		
lidc	Analytical	24 hours		
guest_id	Analytical	2 years		
personalization_id	Analytical	2 years		
Skyadsmart	Analytical	30 days		
_cfuid	Analytical	Session duration	Third party	Hubspot: These cookies help us to know how well our marketing is performing, and gain insight into people's behaviour. We use this information to improve our direct marketing.
_hsrc				
hs_ab_test				
_cf_bm	Analytical	30 mins		
_hssc	Analytical	6 months		
hubspotutk				
_hstc				
_hjFirstSeen	Analytical	Session Duration	Third party	Hotjar: 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 <a href="#">here</a> to read Hotjar's Privacy Policy and learn how they look after your data.
_hjUserAttributesHash				
_hjCachedUserAttributes				
_hjViewportId				
_hjSessionTooLarge				
_hjSessionRejected				
_hjSessionResumed				
_hjTLDDTest				
_hjRecordingEnabled				
_hjRecordingLastActivity				
_hjLocalStorageTest				
_hjSession_{site_id}	Analytical	30 Minutes		
_hjIncludedInPageviewSample				
_hjIncludedInSessionSample				
_hjAbsoluteSessionInProgress				



Cookie Name	Necessary/Analytical	Lifespan	Part Type	Description/Purpose
_hjClosedSurveyInvites	Analytical	365 Days		
_hjDonePolls				
_hjMinimizedPolls				
_hjSessionUser_{site_id}				
_hjid				
_hjShownFeedbackMessage				

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.

This policy was last updated in February 2024 and this published version supersedes any previous versions.

If you have any questions about our cookie policy, or you would like a copy of previous versions of this policy please contact us by sending an email to [helpdesk@toob.co.uk](mailto:helpdesk@toob.co.uk).

