

toob cookies policy

This is the Cookies and Similar Technologies Policy (or "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). It explains how we use cookies and similar technologies to help provide you with a good experience when you use our website and online services. It also provides information about how we use these technologies to improve our site and services and our marketing activities.

what are Cookies and similar technologies?

Cookies are small files made up of letters and numbers that are stored on your browser or the hard drive of your device if you agree. These can send information back to the website when you visit a page or take an action, for example to enable the website to recognise your device and remember your preferences or to analyse how users interact with a website.

As well as cookies, we use **similar technologies** on our website and online services. Similar technologies include:

Local storage: Also known as web storage, this is where data sets are stored locally on your device or browser, for example to help maintain your usage history and preferences when you use our website. These are stored until the user removes them (by clearing data/cache on your browser).

Pixels and Web beacons: These are small pieces of code, usually image graphics, that live on content like a website or email. Unlike cookies, pixels/web beacons are not stored on your device, instead they create a connection to access information like your IP address, for example to try to 'match' visits or track whether you have viewed a webpage.

Device fingerprinting: this is where various bits of information, which could include your device model, operating system, IP address and browser type, are used to try to recognise unique users and then track their activities.

In this policy we use 'cookies' to refer to both cookies and the similar technologies we have explained above.

What information is used?

The information used by these technologies is often designed to enable individual users to be recognised. However, we won't usually be able to attribute the information to a named individual unless, for example, you are logged in to your toob account, or you click a toob Facebook ad while you are logged into your Facebook account.

Cookies used on the toob website

The cookies we use on our website fall into the following categories:

- **Essential or strictly necessary cookies.** These are cookies that are required for the operation of our website. These essential cookies are always enabled

because our website won't work properly without them. You can switch off these cookies in your browser settings, but this might mean our website or online services, or parts of them, won't work.

- **Analytical or performance cookies.** These allow us to recognise and count the number of visitors and to see how 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.
- **Functionality cookies.** These are used to support your use of our website.
- **Marketing cookies.** These record your visit to our website, the pages you have visited and the links you have followed. We use this information to understand how effective our marketing is, to improve our marketing, and to serve personalised adverts to you in relation to our service (and we may share this information with third parties for this purpose).

You can find more information about the individual cookies and similar technologies used on our website and online services in the table below:

Name	Category	Lifespan	Description/Purpose
CookieControl	Necessary	90 days	Civic UK Cookie Control: This cookie is set to remember your preferences regarding cookies and similar technologies.
_ga	Analytical	2 years	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. Click here to read Google's Privacy Policy and learn how they look after your data. Google reCAPTCHA carries out checks in the background to look for things like automated bots and protect against malicious activities. To do this, Google analyses 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).
_gat	Analytical	1 minute	
_gat_UA	Analytical	1 minute	
_gid	Analytical	24 hours	
__utma	Analytical	2 years	
__utmb	Analytical	30 mins	
__utmc	Analytical	Session	
__utmt	Analytical	10 mins	
__utmz	Analytical	6 months	
__utmv	Analytical	2 years	
Google reCAPTCHA	Necessary	Session	
_spdt	Marketing	1 year	Spotify: This captures information such as IP address and is shared with Spotify for 'matching' so we can track how many website visitors have seen or heard a toob advert on Spotify. Information about page views and purchases are also shared to track how effective our adverts are.
Acast pixel	Marketing	n/a	Acast: This captures information such as IP address and is shared

			with Acast for 'matching' so we can track how many website visitors have heard a toob advert on an Acast podcast. Information about page views and purchases are also shared to track how effective our adverts are.
MR	Marketing	390 days	Microsoft/Bing: information is captured about your device to enable us/Microsoft to recognise you and record information about your actions on our site. This helps us to measure advertisement performance and target future adverts. You can view Microsoft's privacy information here
MSPTC	Marketing		
MUID	Marketing		
_uetmsclkid	Marketing		
_uetsid	Marketing		
_uetvid	Marketing		
_fbp	Marketing	28 days	Meta pixel: this collects information on user activity, device/browser information and stores cookies with unique identifiers to help us target our advertisements on meta platforms like Facebook and Instagram.
LPSID	Analytical	Persistent (Local Storage)	Liveperson (chat): These enable us to track the use of our chat function and recognise repeat users and interactions.
LPVID	Analytical	Persistent (Local Storage)	
Wistia	Functional	Persistent (Local Storage)	This enables website visitors to play videos on our website.
ais_anonymous_id	Analytical	1 year	Trustpilot: these enable us (and Trustpilot) to track views and interactions with Trustpilot widgets on our website (e.g. those displaying our star rating).
ais_user_id	Analytical	1 year	
Amplitude_id_67f7b7e6c8cb1b5580c5bda2f747b0trustpilot.com	Analytical	400 days	
OptanonAlertBoxClosed	Analytical	Session	
OptanonConstant	Analytical	1 year	
Pingdom	Necessary	Persistent	
__hsrc	Marketing	Session duration	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.
__hssc			
hubspotutk		6 months	
__hstc			
_hjActiveViewPortids	Analytical	Session	Hotjar: These cookies collect information about how visitors use our website. We use the information to compile reports
_hjCachedUserAttributes			

_hjViewporId			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. Click here to read Hotjar's Privacy Policy and learn how they look after your data.
_hjTLDTest			
_hjUserAttributesHash		2 minutes	
_hjLocalStorageTest		Under 100ms	
hjSession{site_id}		30 Minutes	
hjSessionUser{site_id}		365 Days	

Your choice about Cookies

Essential cookies are always enabled, as they are needed for our website to function. You can still disable these in your browser settings, but the website may not work properly if you do.

For all other types of cookies and similar technologies, you can choose which we can use by changing the settings in our cookies tool. You can find this in the bottom left our website, just look for the "C" icon.

Third parties like social media platforms may also use cookies and similar technologies, including in the course of providing services to toob (for example, advertising services). To change your preferences with regards to these cookies, you will need to change the settings in your account for that website or use that website's cookies tool.

More information

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.

We review our cookie policy on a routine basis and will publish updates here. You may wish to visit this webpage from time to time.

This policy was last updated 7 May 2025 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 let us know. You can find the best ways to contact us at <https://www.toob.co.uk/contact-us/>