



## COOKIE 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](http://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 interact with our website, emails 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 usually 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 to try to ‘match’ visits or track whether you have viewed a webpage or opened an email.

**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 visitors to be recognised. However, we won't usually be able to attribute the information to a named individual unless you log in (for example, you log into your toob account or you arrive on the toob website by clicking a link on social media while you are logged into your social media 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 the 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 <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	
__utma	Analytical	2 years	
__utmb	Analytical	30 mins	
__utmc	Analytical	Session	
__utmt	Analytical	10 mins	
__utmz	Analytical	6 months	Google reCAPTCHA carries out checks in the background to look for things like automated bots and protect against malicious activities. To do this, Google

Name	Category	Lifespan	Description/Purpose
__utmv	Analytical	2 years	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).
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. You can find Spotify's cookies and privacy policies <a href="#">here</a>
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. Acast's privacy policy can be found <a href="#">here</a>
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 <a href="#">here</a>
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.  You can find Meta's privacy policy <a href="#">here</a>
LPSID	Analytical	Session	Liveperson (chat): These enable us to track the use of our chat function and recognise repeat users and interactions.
LPVID	Analytical	1 year	
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		1 year	
Amplitude_id_67f7b7e6c8cb1b5580c5bda2f747b0trustpilot.com		400 days	
TP.uuid		400 days	

Name	Category	Lifespan	Description/Purpose
OptanonAlertBoxClosed		Session	
OptanonConsent		1 year	
Pingdom	Necessary	Persistent (Local Storage)	This stores small amounts of information using a cookie, to help us understand page load speeds and spot if there is an issue with our site. To help with this it accesses information like browser type and IP address to help recognise individual users.
Bp_tid	Necessary	13 months	Buyapowa: this cookie is used to track referrals for those who sign up to Refer a Friend.
Bauer pixel	Marketing	N/a	Bauer Media: This captures information such as IP address and is shared with Bauer Media for 'matching' so we can track how many website visitors have heard a toob advert on Bauer radio station.
eid	Marketing	Session	Reddit: this collects information like IP address and device/browser information to recognise unique users and their actions on our website. This is used to measure the performance of our ads on Reddit and help us to improve this. It may also be used to help us target advertisements on Reddit.
edgebucket		2 years	
__luid		2 years	
__hssrc	Analytical	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	Marketing	30 minutes	
hubspotutk	Marketing	6 months	
__hstc	Marketing	6 months	
_hjUserAttributesHash	Analytical	Session Duration	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.  Click <a href="#">here</a> to read Hotjar's Privacy Policy and learn how they look after your data.
_hjCachedUserAttributes			
_hjViewportId			
_hjTLDTest			
_hjLocalStorageTest		Under 100ms	
_hjSession_{site_id}		30 Minutes	
_hjSessionUser_{site_id}		365 Days	
aw	Marketing	30 days	Awin is an affiliate marketing network which helps us to track referrals from partner websites. When you arrive on our site after clicking an affiliate link, these cookies record information like the affiliate partner reference, transaction reference and timestamps. This is matched up with information collected
awin_tracker			
awpv			
awinaffid			
awc			

Name	Category	Lifespan	Description/Purpose
cfduid			by the affiliate partner, to allow us to attribute sales to the correct affiliate partner and manage commission payments. Please see our privacy policy for more information about affiliate marketing.
lastclick			
Lidc	Marketing	1 day	LinkedIn is a Social Networking website for business professionals. These cookies are used to match LinkedIn users who see a toob ad with our website visitors, and to track their interactions with our site. This helps us understand how effective our LinkedIn adverts are.
Li_gc		6 months	
Bcookie		2 years	

## 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 of our website, just look for the "C" icon.

Changing your settings on the toob site will not impact the use of cookies and similar technologies by other sites, including those we partner with to deliver advertising. You should visit their websites to understand more about the cookies they use and how to manage your preferences.

## 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 in July 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/>