



mobile

VOXI Mobile

VOXI Privacy & Cookies Policy

Date:

30 / 07 / 2026

Version 3

Our privacy and cookies policy

About our privacy and cookies policy

Our privacy and cookies policy gets updated from time to time; whenever we make a change, we'll post this on our website and let you know if there is a material change.

Last updated: 30 July 2026

How to use this privacy and cookies policy

In this policy, we explain how we collect, use, share and protect your personal information when you use our products and services and our website.

Who we are

We are Vodafone Limited. VOXI is a sub-brand of Vodafone Limited.

In this privacy policy:

- "we/us" means Vodafone Limited;
- "third party" means someone who is not you or us; and
- "Vodafone Group" means Vodafone Group Plc and any company or other organisation in which Vodafone Group Plc owns more than 15% of the share capital.

Our registered office is Vodafone House, The Connection Newbury, Berkshire RG14 2FN.

We are registered in England under company number 1471587 and registered with the Information Commissioner's Office (ICO), registration number Z1933885

How to contact us

Your opinion matters to us – if you have any questions about our privacy policy, you can email us or direct your question to the Data Protection Officer at: customerdataquery@vodafone.com, or you can contact us [contact-us](#). If you would like to mail us by post directly, send it marked the "Privacy Team" to Vodafone House, The Connection, Newbury, Berkshire, RG14 2FN.

Our principles

We are committed to respecting your privacy. We take privacy, security and complying with data protection and privacy laws seriously.

You can find Vodafone's core [Privacy Commitments](#) here. We aim to put these commitments at the heart of everything we do.

Personal information we collect about you

The information we collect about you and how we collect it can vary depending on the products and services that you use and subscribe to, how you have used the products and services, and how you have interacted with us even if you aren't a customer, or what we have obtained from a third party with permission to share it with us. To find the privacy supplements for our products and services, please go to Privacy and our products and services.

We will process your personal data based on:

1. **The performance of your contract or to enter into the contract** and to take action on your requests. For example, so you can make calls and texts, and browse the internet on your phone, we process things like the numbers you dial, how much data you're using and when you're doing it so we can provide connectivity. This also enables us to generate your bill, based on your usage..
2. **Our legitimate business interests**, for example, fraud prevention, maintaining the security of our network and services, direct marketing, and improvement of our services. Whenever we rely on this lawful basis to process your data, we assess our business interests to make sure they do not override your rights. Additionally, in some cases you have the right to object to this processing. For more information, visit the **Your Rights** section of this policy.
3. **Compliance with a mandatory legal obligation**, including for example accounting and tax requirements, which are subject to strict internal policies (such as retention periods), procedures, and your right to restrict usage of your data, which control the scope of legal assistance to be provided; or
4. **Consent you provide** where we do not rely on another legal basis. Consent may be withdrawn at any time. When you give your consent, you will be given details on how to change your mind or visit the **Your Rights** section of this policy for more information.

We will collect your personal information when you, for example:

- Buy or use any of our products and services;
- Use our network or other products and services of ours;
- Register for a specific product or service;
- Subscribe to newsletters, alerts or other services from us;
- Contact us through various channels, or ask for information about a product or service;
- Take part in a competition, prize draw or survey;
- Visit or browse our website or other Vodafone Group websites;
- Have given permission to other companies to share information about you;

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- Where your information is publically available; or;
 - Are the customer of a business that we acquire.share information about you;

We also collect information from certain organisations, where appropriate and to the extent we have legal grounds to do so. These include fraud-prevention agencies, business directories credit reference/vetting agencies, billing calculating agencies and connected network providers.

When you visit our premises, we may also collect information about you on CCTV as part of our security and crime prevention measures.

We use cookies (small text files stored in your browser) and other techniques such as web beacons (small, clear picture files used to follow your movements on our website). For more details on this and how to opt out of these, please see the Cookies section of this policy.

The types of information we may have are, where applicable:

- Your name, address, phone and/or mobile number, your date of birth, gender and email address;
- Your credit or debit card information, information about your bank account and other banking information – for example, you’ll have to give us this information when you open an account with us. We’ll collect the data necessary to process a payment whenever you make a purchase;
- Your traffic data. This is data we see as part of providing you with connectivity like the numbers you call, the time and duration of the call or how you are using data;
- Your location data. This can be precise where it uses Global Positioning System (GPS) data or by identifying nearby mobile phone masts and Wi-Fi hotspots and you enable location-based services or features. Or less precise where, for example, a location is derived from your IP address or data such as a post code or name of a town or city;
- Your contact with us, such as a note or recording of a call you make to one of our contact centres, a Live Chat, an email or letter sent, or other records of any contact with us;
- Your account information, such as dates of payment owed or received, subscriptions you use, account numbers or other information related to your account or included in My Vodafone;
- Credential information – we’ll collect passwords, hints and similar security information used for authentication and access to accounts and services;
- Your preferences for particular products, services and lifestyle activities when you tell us what they are, or we assume what they are, based on how you use the products and services;
- See **Cookies** for details on what we collect using cookies, web beacons and other technologies, including ad data;
- Your browsing history. We don’t have a history of the sites you browse, as this is limited for a short period of time to enable the connection to be made. If you have given permission, Vodafone may collect the categories of website you have browsed on your mobile, device or PC, for example Sports, Music or News and use these interests to send you personalised marketing or show you personalised advertising.

You can opt out of advertising through Cookies and in the case of marketing, see “Opting out of Marketing” under Your Rights.

- Information we obtain from other sources, such as credit agencies, fraud prevention agencies, and from other data providers. This includes demographic data, interest based data, and internet browsing behaviour.

We'll also get information about how you use our products and services, such as:

- The level of service that you receive – for example, network or service faults and other events that may affect our network services or other services;
- Details of your use of the specific services or products, for example: every time you use your mobile phone, a record is kept. This includes the number you called or sent an SMS or MMS to, the length, date and time of that call, SMS or MMS and your approximate location at the time that the communication takes place (based on the location of the nearest cell that you sent that call or message from). The same is also recorded every time you receive an incoming call or message. We don't, however, keep a record of the content of your calls or messages.

How we use your personal information

We will use your personal information for the following purposes:

1. To provide you with your service

Processing your order and provide you with your products and services:

- To process the products and services you've bought from us, and keep you updated with the progress of your order;
- To provide the relevant product or service to you. This includes other services not included in your agreement with us, (e.g. PayPal), services that use information about where you are, and to contact with you messages about changes to the products or services.

Billing and Customer Care:

- To bill you for using our products and services, or to take the appropriate amount of credit from you;
- Contact you if the billing information you provided us with is about to expire or we're not able to take payment;
- To respond to any questions or concerns you may have about our network, products or services.

Service messages:

- We will contact you with customer service messages to keep you updated with current information about products and services you've taken. For example, changes to our terms and conditions or service interruptions.

Provide Roaming Services:

- To improve your roaming experiences, to ensure that we're meeting our commitments around fair use, to detect and resolve fraudulent use of our networks (and our partner roaming networks) and to solve technical issues if you are experiencing.
- To understand how we are performing in providing roaming services, whether Roaming Services and related products are working as intended, or whether improvements are needed to make roaming better.
- VOXI We use personal data such as your name, email address, password, mobile phone number and call records in order to do this. We create aggregated and statistical management reports from this information that do not identify you individually. We may also take this personal data and anonymise it so that more indepth analysis of our roaming services can be undertaken. This helps us to develop its roaming services for customers without identifying users in an individual way.

2. To improve our service

Improving and innovating our products and services

- We collect anonymous, de-identified or aggregate information in order to improve the service we offer to everyone. None of these analytics are linked back to you in any way.

Manage our networks and understand network usage:

- To protect our networks and manage the volumes of calls, texts and other uses of our networks. For example, we identify peak periods of use so we can try and ensure the networks can handle the volume at those times;
- To understand how you use our networks, products and services. That way we can seek to review, develop and improve these, develop more interesting and relevant products and services, as well as personalising our products and services.

3. Marketing & tailoring our service to you

Marketing:

- As our customer, we will keep you informed generally about new and existing products and services, invite you to participate in market research or let you know about offers, promotions, prize draws or competitions. We tailor these messages for example, based on the sorts of products and services you've bought from us.
- We can further tailor these messages to make them more relevant to you using your calling and messaging activities, location information and browsing information, if you have authorised that we process this information for this purpose;
- If you have given your permission, we will also contact you to let you know about products and services of Vodafone Group companies and those of other companies which we think may interest you;
- There are various ways that we may do this – for example, by email, post, phone, SMS, MMS or notifications through our apps.
- You can control your Marketing permissions and the data we use to tailor these communications at any time. See “opting out of Marketing” under **Your Rights**.

Advertising online:

- To deliver advertising that is relevant to you, you'll also see targeted advertising online based on the use of cookies. This is known as interest-based advertising. It can be on websites belonging to the Vodafone Group, those of other organisations as well as other online media channels such as social media sites. We may also combine data collected via the cookies with other data we have collected. If you don't want any information processed through the use of cookies, check our **Cookies Policy**. It explains how to control and opt out of cookies.
- Remember that opting out of interest-based advertising won't stop advertisements from being displayed – but they won't be tailored to your interests.
- You will also see advertising in the social media, for example in your Facebook or Twitter feed. If you don't want to receive those, go to the relevant platform's ad settings.

4. Research and analytics

We use a variety of analytics methods including what is commonly referred to as “Big data analytics”. Big data analytics are mathematically driven analysis techniques on large and varied data sets (that is why it is “big” data) to uncover hidden patterns and hitherto unrevealed trends. We take governance of big data analytics seriously. Our data scientists are required to sign up to a Code of Ethics. We have a strict use case process that requires that privacy and data protection law checks are carried out before any use case commences. We have strict rules ensuring that personal information is anonymised or deidentified at the appropriate stage in the process.

We use our analytics to, for example:

- Market research and to carry out research and statistical analysis including to monitor how customers use our networks, products and services;
- Frame our marketing campaigns and determine how we might personalise those;
- Provide reports to third parties (such reports don't contain information which may identify you as an individual). These can be to third parties such as part of [Vodafone Analytics](#).

5. Fraud prevention & security

We will sometimes need to profile you for fraud and security purposes.

Fraud Prevention & Security:

- We will process your personal and traffic data in order to protect against and detect fraud, to protect and detect misuse or damage to our networks, to recover debts or trace those who owe us money resulting from the use of our services.

For more details on these, check our [fraud page](#).

How we share your personal information

Where applicable, we share information about you with:

- Companies in the Vodafone Group;
- Partners, suppliers or agents involved in delivering the products and services you've ordered or used;
- Companies who are engaged to perform services for, or on behalf of, Vodafone Limited, or Vodafone Group;
- Credit reference, fraud-prevention or business-scoring agencies, or other credit scoring agencies;
- Debt collection agencies or other debt-recovery organisations;
- Law enforcement agencies, government bodies, regulatory organisations, courts or other public authorities if we have to, or are authorised to by law;
- A third party or body where such disclosure is required to satisfy any applicable law, or other legal or regulatory requirement;
- Emergency services (if you make an emergency call), including your approximate location;
- Third parties for joint promotions with that third party. They'll be responsible for their own compliance with applicable privacy laws;
- Other third parties when you are signing up to their service and it is used by them for authentication and fraud-prevention purposes;
- Third parties that we advertise with such as Facebook in order to serve you advertisements online;
- Third parties that we use to serve you marketing, for example, MailChimp and Paragon.

Fraud management and law enforcement:

- We will release information if it's reasonable for the purpose of protecting us against fraud, defending our rights or property, or to protect the interests of our customers.
- We also may need to release your information to comply with our legal obligation to respond to the authorities' lawful demands. Your personal data shall only be provided when we in good faith believe we are obliged to do so in accordance with the law and pursuant to an exhaustive evaluation of all legal requirements.

Mergers and Acquisitions:

- If we're reorganised or sold to another organisation we will provide your information to that organisation.

Third parties that we work with

Where you've purchased our products and services using a third party or partner organisation, we often need to exchange information with them as part of managing that relationship and your account – for example, to be able to identify your order and be able to pay them.

If we have a contract with a service provider or contractor to provide us with services or provide a service on our behalf, and they may have access to your personal information, we don't authorise them to use or disclose your personal information except in connection with providing their services.

We collect and combine information in order to monitor your use of products and services, and that of our other customers, as well as to help us to improve the quality of our products and services.

International Data Transfers

We may need to transfer your information to other Vodafone Group companies or service providers in countries outside the European Economic Area (EEA). The EEA consists of countries in the European Union, Switzerland, Iceland, Liechtenstein and Norway: they are considered to have equivalent laws when it comes to data protection and privacy. This kind of data transfer may happen if our servers (i.e. where we store data) or our suppliers and service providers are based outside the EEA, or if you use our services and products while visiting countries outside this area.

If we send your information to a country that is not in the EEA, we will make sure that your information is properly protected. We will always ensure that there is a proper legal agreement that covers the data transfer. In addition, if the country is not considered to have laws that are equivalent to EU data protection standards then we will ask the third party to enter into a legal agreement that reflects those standards.

How long we keep your personal information for

We'll store your information for as long as we have to by law. If there's no legal requirement, we'll only store it for as long as we need to.

We're required by law to keep certain personal information about how you use our services for 12 months. Some account information will be held for 6 years from the end of your last active plan with us.

We'll keep some personal information for a reasonable period after your contract with us has finished in case you decide to use our services again. We, or one of our partners, may contact you about our services during this time if you haven't opted out of receiving marketing communications from us.

Keeping your personal information secure

We have specialised security teams who constantly review and improve our measures to protect your personal information from unauthorised access, accidental loss, disclosure or destruction.

Communications over the internet (such as emails) aren't secure unless they've been encrypted. Your communications may go through a number of countries before being delivered, as this is the nature of the internet.

We cannot accept responsibility for any unauthorised access or loss of personal information that is beyond our control.

We'll never ask for your secure personal or account information by an unsolicited means of communication. You're responsible for keeping your personal and account information secure and not sharing it with others.

Our website may provide links to third-party websites. We cannot be responsible for the security and content of such third-party websites. So make sure you read that company's privacy and cookies policies before using or putting your personal information on their site.

The same applies to any third-party websites or content you connect to using our products and services.

You may choose to disclose your information in certain ways such as social plug-ins (including those offered by Google, Facebook, Twitter and Pinterest) or using third-party services that allow you to post reviews or other information publicly, and a third party could use that information.

Social plug-ins and social applications are operated by the social network themselves and are subject to their own terms of use and privacy and cookies policies. You should make sure you're familiar with these.

Your rights

Below we set out details on how you can exercise your rights. If you have a question or cannot find the answer, please contact our [Customer Services](#) team or email us at customerdataquery@vodafone.com

Right to correct personal data

You have the right to have information held about you corrected if it is not accurate. If what we hold on you needs updating, or you think it may be inaccurate, [you can log in to your VOXI account](#) to update it or contact our [Customer Services](#) team.

Right to access personal data

You have the right to make a request for a copy of the personal data that we hold about you. To make this request as an individual or an authorised third party, please follow [this link here](#) for details on how to do this. Alternatively, you can contact the [Customer Services](#) team.

Right to data portability

You have the right to be able to take with your data you provided to us in certain circumstances. If you wish to make such a request, email us at customerdataquery@vodafone.com.

Right to object to use of personal data

You have the right, in certain circumstances, to object to us processing your personal information. Please contact our [Customer Services](#) team or email us at customerdataquery@vodafone.com.

To opt out of Marketing messages:

If you no longer want to receive marketing messages from us you can elect to opt out of all marketing communications or only selected methods (e.g. email, SMS MMS, phone or post).

There are various ways to opt out:

- Contact our customer services team – [see the contact us page](#);
- Click the link at the end of a marketing email, SMS or MMS to unsubscribe;
- Tell the adviser if you receive a marketing call;
- Disable push notification messages, including marketing messages, at any time in our apps by changing the notification settings on your device or by uninstalling the app;
- Email customerdataquery@vodafone.com for guidance.

Opting out does not mean that you won't any longer receive service-related messages. You will still continue to receive those (unless we have indicated otherwise).

Please note that you may continue to receive marketing communications for a short period after changing your preferences while our systems fully updated.

If you do not wish to receive personalised marketing, or subsequently change your mind, email customerdataquery@vodafone.com.

If you have previously opted in to receive marketing that is even more relevant and tailored based on how and where you use our network, you can opt out at any time by texting "Stop Traffic" and/or "Stop Location" to 9774 on your VOXI mobile or, by contacting us. To opt-in you can text "Start Traffic" and/or "Start Location" to 9774 on your VOXI mobile or contact us. Alternatively, email customerdataquery@vodafone.com.

To opt out of receiving marketing communications from other Vodafone Group companies, just contact them directly.

In some cases, you may receive marketing from VOXI, even if you're not a customer or never had contact with VOXI. This is a result of third-party marketing lists which Vodafone may acquire from time to time stating that you are comfortable to receive such marketing. If you've registered with us to opt-out of such marketing from VOXI, you shouldn't receive such communications. If you do, we ask that you let us know immediately by emailing customerdataquery@vodafone.com. This will only stop marketing from us.

To manage Cookies and understand more about what they are:

Want to disable a cookie, or understand more about what these are? Check the Cookies section of this policy for full details on how to do this.

To opt out of being included in Vodafone Analytics, or to understand about what it means for you:

While it can't identify or contact you, it's your choice whether you're included. Please see the [Analytics](#) page.

How to lodge a complaint

If you want to contact us about any of your rights or complain about how we use your information, contact our Customer Services team www.voxi.co.uk/contact-us or email us at customerdataquery@vodafone.com. We'll do our best to help but if you're still unhappy, you can contact the Information Commissioner's Office. Their website www.ico.org.uk has details on how to contact www.ico.org.uk/global/contact-us/ them.

Right to restrict use of your data

If you feel data we hold on you is inaccurate or believe we shouldn't be processing your data, please contact our Customer Services team www.voxi.co.uk/contact-us to discuss your rights. In certain circumstances you will have the right to ask us to restrict processing.

Right to erasure

We strive to only process and retain your data for as long as we need to. In certain circumstances you have the right to request that we erase personal data of yours that we hold. If you feel that we are retaining your data longer than we need, it is worth first checking that your account with VOXI has been terminated which you can check in the 'Plan' section when signed into your VOXI account Customer Services. If your account with VOXI has been terminated, we may still have lawful grounds to process your personal data. For more information on retention periods see the **How Long We Keep Your Personal Information for** section of this policy.

Our cookies policy

This section is about what cookies are, how we use them and how you can manage them.

What are cookies?

Cookies are small text files that are stored on your device when you visit a website. The cookies mean that the website will remember you and how you've used the site every time you come back.

If you want to know more about cookies, head to www.aboutcookies.org or www.allaboutcookies.org

How we use cookies

We use cookies to do a number of things. For example, remember your preferences, recording what you have put in your shopping basket, counting the number of people looking at a website. We keep track of what you've bought from us, what you've done on the site and to make online advertising more relevant to you.

Cookies themselves don't hold personal information. They only have a unique alphanumeric identifier that sits on your browser. And in many cases, we won't be able to link the information we collect by using a cookie back to you. They can, however, enable us to link that information back to you and your personal information, for example, when you log-in or choose to register for a service.

We've put our cookies into the following categories, to make it easier for you to understand why we need them:

1. Essential – these are used to help make our website work efficiently.
2. Performance – these are used to analyse the way our website works and how we can improve it.
3. Functionality – these help to enhance your experience by doing things like remembering products you've added to your basket.
4. Targeting/advertising – these are used to share some information with third parties who we advertise with, so we know how you've reached our website. We can also use cookies to identify the parts of the website that you are interested in. We then use this information to show you adverts and pages we think may also be of interest to you, to tailor how we communicate with you, or to tailor the contents of the communications we send to you. If you prefer, you can opt out of these. Tailoring of content means it includes information reflecting the interest you've shown in the content of our web pages, or offers or promotions that we think may interest you, and to improve how we respond to your needs.

Sometimes other Vodafone Group companies will add a cookie to show you adverts and pages which may be of interest to you. Details on these, and how to opt out if you prefer, can be found in the 'Third-party cookies' section.

In addition to the cookies we use on our websites, we also use cookies and similar technologies in some emails and push notifications. These help us to understand whether you have opened the email and how you have interacted with it. If you have enabled images, cookies may be set on your computer or mobile device. Cookies will also be set if you click on any link within the email.

We sometimes use persistent cookies as well as "session-based" cookies. A 'session-based' cookie is allocated only for the duration of your visit to our website and automatically expires when you close down your browser. A 'persistent' cookie will remain for a period of time set for that cookie.

Cookies and you

To make a purchase online or sign up to VOXI, you must have cookies enabled on your internet browser. Some of the more popular browsers are:

- [Internet Explorer](#)
- [Firefox](#)
- [Safari](#)
- [Google Chrome](#)

If you choose not to enable cookies, you'll still be able to browse our website, but it will restrict some of the functionality of our website or what you can do.

First Party Cookies

First party cookies originate from the same domain as the website you're currently visiting (in this case, voxix.co.uk).

Updated: 30 July 2026

Strictly necessary = 1

Performance = 2

Functional = 3

Targeting = 4

Cookies list: First Party Cookies		
Cookie Name	Description	Type
AMCV_ BB2A12535131457COA4 90D45%40AdobeOrg AMCVS_ BB2A12535131457COA 490D45%40AdobeOrg	Set by the Adobe Experience Cloud Identity Service. The AMCV cookie is a pattern type cookie name associated with Adobe Marketing Cloud. It stores a unique visitor identifier, and uses an organisation identifier to allow a company to track users across their domains and services. The AMCVS one serves as a flag indicating that the Adobe session has been initialised. Its value is always 1 and discontinues when the session has ended.	1
at_check mbox mboxEdgeCluster targetRedirectRspTkn	Set by Adobe Target. The at_check cookie temporarily checks whether cookie read/write capability is enabled on the browser. The mbox cookie is used for A/B testing and enables critical content changes, such as displaying urgent messages to customers or updating page content quickly. The mboxEdgeCluster cookie is used to make sure the website stays consistent by directing visitors' browsing sessions to the correct Adobe Server so that preferences and test experiences remain in sync as visitors move across the site. The targetRedirectRspTkn captures Adobe Target experience data, specifically for activities requiring a redirect. Users will only be exposed to A/B testing if they have consented to targeting cookies.	1
TSxxxxxxxxxx TSxxxxxxxx TS01xxxxxxxx	Set by the edge/CDN security layer (Akamai/F5). These cookies contain essential security information and help with routing, integrity checks, and anti-tampering, without storing any readable user data.	1

Cookies list: First Party Cookies		
Cookie name	Description	Type
_aw_sn_***	Set by AWIN Affiliates platform. The _aw_sn_*** cookie is used for Strictly Necessary journeys where the consumer must receive a desired service from the measurement of the journey (cashback or voucher discount). Stores a reference to an individual click to attribute a sale between publisher and advertiser websites.	1
buyapowa_voucher_code bp_tid	Set by Buyapowa. The buyapowa_voucher_code cookie records a referral or promotional voucher so that rewards or discounts can be correctly applied. The bp_tid cookie contains a unique number used to identify users returning to an embed page. One of its purposes is to detect self-referrals.	1
__cf_bm _cfuvid	Set by Cloudflare. The __cf_bm cookie is used to read and filter requests from bots, helping Cloudflare distinguish between genuine visitors and automated traffic. The _cfuvid cookie is a Cloudflare's unique visitor/session identifier used for rate limiting and protection.	1
_dd _dd_s dd_cookie_test	Set by Datadog. The _dd cookie set by the RUM SDK to maintain session tracking. The _dd_s cookie is a Datadog Real User Monitoring (RUM) session cookie that groups activity within a single browsing session to help measure website performance, monitor stability, and identify technical issues. The dd_cookie_test cookie contains test data used to verify that the browser accepts cookies.	1
OptanonAlertBoxClosed OptanonConsent	Set by OneTrust Consent Manager. The OptanonAlertBoxClosed cookie contains information about whether the visitor has provided consent and determines if a cookie banner should be displayed. The OptanonConsent cookie contains details of the visitor's consent choices, including which categories of cookies they have accepted or rejected, and helps ensure those preferences are enforced across the site during current and future visits.	1

Cookies list: First Party Cookies		
Cookie name	Description	Type
utag_main channelcloser channelflow channeloriginator isAwinSession	Set by Tealium tag management system (Tealium IQ). The utag_main cookie contains session and metadata information and enables the implementation of scripts and pixels on the website. The channelcloser cookie contains information on the last channel used to reach the site. The channelflow cookie stores the marketing channels a visitor uses over time. The channeloriginator cookie stores information about the first channel that brought a visitor to the site. The isAwinSession cookie is set to determine whether a session has originated from an AWIN affiliate campaign.	1
Session journeyId basketId checkoutId PlatformAccessToken PlatformAuthToken AuthenticatedTracker connect.sid voxi_id_anon_id	Set by the website's platform. The Session cookie maintains the user's current platform session and supports navigation between pages during a visit. The journeyId cookie contains identifiers used to link the overall purchase journey. The basketId cookie contains commerce basket identifier linking the current cart to the user/session. The checkoutId cookie contains identifiers used to maintain the checkout session. The PlatformAccessToken cookie contains information to remember your login session and securely give you access to account areas, ensuring you stay signed in while moving through the site. The PlatformAuthToken cookie stores authentication details that allow the website's platform to verify your identity and maintain your active session. The AuthenticatedTracker cookie is set and used exclusively within the authentication service to help manage and maintain the user's authenticated session during the login process. The connect.sid cookie contains a unique session ID that references session data stored on the server and does maintain a user's session and authenticate them across multiple requests, allowing recognition without repeated logins. The voxi_id_anon_id cookie stores a unique anonymous identifier.	1
tobi_id_token tobi_p_id_token	Set by the back-end service authentication for the webchat service. The tobi_id_token cookie contains a token value used to approve calls to back-end services. The tobi_p_id_token cookie contains a persistent token value and maintains extended authentication, often linking user profiles or enabling cross-service continuity.	1

Cookies list: First Party Cookies		
Cookie name	Description	Type
s_cc s_fid s_plt	Set by Adobe Analytics. The s_cc cookie contains information about whether cookies are enabled and helps determine cookie support. The s_fid cookie contains a fallback unique visitor ID and timestamp and helps ensure visitor tracking continuity when the standard ID cookie cannot be set. The s_plt cookie contains timing information about page load and helps measure site performance and user experience.	2
smapi_install_id smapi_previous_session smapi_rating_modal smapi_session_counts smapi_session_id smapi_subject_id	Set by SMAPI analytics platform. The smapi_install_id cookie is an install identifier (installation-level ID) for a visitor. Used when no subject ID is available to derive an install ID. The smapi_previous_session cookie stores the previous session ID for session-change logic. The smapi_rating_modal cookie tracks the state of the rating modal, whether shown and modal data. The smapi_session_counts cookie is a session counter, tracking the number of sessions for a visitor. The smapi_session_id cookie contains identifiers used to track performance metrics during a single session. The smapi_subject_id cookie persists a subject identifier used to identify the user/subject across sessions.	2
_cs_c _cs_id _cs_mk_aa _cs_s	Set by Contentsquare. The _cs_c cookie records whether the user has consented to Contentsquare tracking, enabling the platform to respect and enforce user consent preferences. The _cs_id cookie assigns a unique visitor ID to understand how users interact with the site over time, enabling analysis of repeat visits and behaviour. The _cs_mk_aa cookie is used to support the integration between Contentsquare and Adobe Analytics, helping combine insights across both platforms. The _cs_s cookie tracks a visitor's session to understand page performance and user experience during that visit.	2

Cookies list: First Party Cookies		
Cookie name	Description	Type
kampyle_userid kampyleInvitePresented kampyleSessionPageCounter kampyleUserPercentile kampyleUserSession kampyleUserSessionsCount cd_user_id md_isSurveySubmittedInSession mdigital_alternative_uuid mdLogger	Set by Medallia (Kampyle) to support customer surveys and feedback collection. The kampyle_userid cookie assigns a unique ID to each website visitor, helping the platform recognise returning visitors and manage surveys properly. The kampyleInvitePresented cookie contains a flag used to track whether a survey invitation has already been shown to the visitor in the current session. The kampyleSessionPageCounter cookie counts how many pages a visitor views during a single session, helping determine when and whether to show feedback prompts without identifying the user. The kampyleUserPercentile cookie helps understand how users behave across the website by grouping visitors into different segments, ensuring that feedback requests are shown fairly and not repeatedly. The kampyleUserSession cookie assigns a unique ID for the current visit, helping understand how people use the site within a single session. The kampyleUserSessionsCount cookie counts how many times a visitor has visited the site, helping ensure that survey and feedback prompts are offered at appropriate times. The cd_user_id cookie contains identifiers used to link survey responses to a specific user or device. The md_isSurveySubmittedInSession cookie contains a flag used to track whether a survey has been submitted in the current session. The mdigital_alternative_uuid cookie contains an alternative identifier used when standard IDs are unavailable. The mdLogger cookie contains logging data used to record survey events and errors.	3
C	Set by Adform. This C cookie identifies whether a user's browser accepts cookies.	4
_aw_j_*** _aw_m_***	Set by AWIN Affiliates platform. The _aw_j_*** cookie stores a reference to an individual user journey to attribute events between publisher and advertiser websites. The _aw_m_*** cookie stores a reference to an individual click to attribute a sale between publisher and advertiser websites. For more information see: https://privacy.awin.com/#sale-attribution-awin	4

Cookies list: First Party Cookies		
Cookie name	Description	Type
aaaaaaaaa06cb3c8528c14b35b4f74f44d0d885de aaaaaaaaa06cb3c8528c14b35b4f74f44d0d885de_cs aaaaaaaaa06cb3c8528c14b35b4f74f44d0d885de_v beyable-MustBeDisplayed beyable-TrackingId	Set by Beyable. The aaaaaaaa06cb3c8528c14b35b4f74f44d0d885de cookie is a personalisation identifier for recommendation/optimisation targeting. The aaaaaaaa06cb3c8528c14b35b4f74f44d0d885de_cs cookie is a session companion cookie for personalisation state. The aaaaaaaa06cb3c8528c14b35b4f74f44d0d885de_v cookie is a version/state cookie for personalisation behaviour. The beyable-MustBeDisplayed cookie is a display-control flag for personalisation widgets. The beyable-TrackingId cookie is a tracking ID used to link personalisation events.	4
_gclxxx _gcl_au _gcl_aw _gcl_dc _gcl_gs	Set by Google Ads. The _gcl_au cookie supports Conversion Linker functionality and stores details of ad clicks for conversion attribution. The _gcl_aw cookie stores the Google Ads click identifier so that actions taken after clicking an ad can be linked back to the original ad and measured for campaign performance. The _gcl_dc cookie stores information about ad interactions to help measure the performance of advertising campaigns and understand how ads lead to conversions. The _gcl_gs cookie stores information about interactions with ads to help measure conversions and improve the effectiveness of advertising campaigns.	4
intently_sessionId	Set by Intent.ly (formerly Smarter Click). The intently_sessionId cookie stores an ID that Intently uses to effectively remove items from LocalStorage that they classify as “Session Based”.	4
_fbp	Set by Meta (Facebook). The _fbp cookie is used to deliver, measure, and improve the relevance of advertising shown to users on and off the website.	4
_uetsid _uetvid	Set by Microsoft Advertising (Bing). The _uetsid cookie tracks visitors across different websites and collects data on their behaviour to provide more personalised and relevant advertisements. The _uetvid cookie stores a unique, anonymised visitor ID to help personalise marketing and allows engagement with users who have previously visited the website.	4

Cookies list: First Party Cookies		
Cookie name	Description	Type
_rdt_uuid	Set by Reddit. The _rdt_uuid cookie is used to measure advertising performance and show relevant ads based on user interactions.	4
_schn _schn1 _schn2 _scid _scid_r _ScCbts _sc_cspv	Set by Snapchat. The _schn cookie contains session data used to compile statistics across visits and support retargeting and attribution. The _schn1 cookie contains metadata used to enrich session tracking, such as page interactions or timing, supporting marketing attribution. The _schn2 cookie contains identifiers used to connect multiple sessions together, enabling deeper reporting, segmentation, and lead generation. The _scid cookie sets a unique ID for the visitor, that allows third-party advertisers to target the visitor with relevant advertisements. The _scid_r cookie helps attribute website visits to Snapchat ads and improve the relevance of advertising. The _ScCbts cookie stores information about when a user first visited the website for analytics and advertising purposes. The _sc_cspv cookie helps validate that the script is running securely and correctly reporting on ad conversions.	4
_twpid	Set by X (formerly Twitter). The _twpid cookie stores a unique identifier used to support advertising measurement and attribution, helping assess the effectiveness of marketing campaigns and understand interactions with content delivered through Twitter/X platforms.	4

Third Party Cookies

Third party cookies originate from a domain that’s different to the website being visited. For example, when you visit our website, we may link to another company’s website – like our Facebook or Twitter account, or a video from our YouTube page.

We don’t control how they use their cookies, so we suggest you check their website to see how they’re using them and how you can manage them.

Affiliates of the Vodafone Group with a different domain name may also place cookies on our website, to show you adverts or pages of other Vodafone Group companies that may be of interest to you.

Updated: 30 July 2026

Strictly necessary = 1

Performance = 2

Functional = 3

Targeting = 4

Cookies list: Third Party Cookies		
Cookie name	Description	Type
s_ecid	Set by the Adobe Experience Cloud ID Service. The cookie s_ecid contains a backup visitor ID used by Adobe Analytics to ensure accurate reporting when the main AMCV cookie is unavailable.	1
demdex dextp dpm ev_sync_dd everest_g_v2 everest_session_v2	Set by the Adobe Experience Cloud ID Service. The demdex cookie assigns a unique identifier to a site visitor across owned domains, enabling Adobe Audience Manager perform basic functions such as visitor identification, ID synchronisation, segmentation, modeling, reporting, etc. The following cookies are set by Adobe Audience Manager as part of the Adobe Experience Cloud ID Service. The dextp cookie records when data from other platforms has been exchanged or updated, helping ensure audience information stays accurate and consistent. The dpm cookie assigns a unique ID to a visitor, helping manage anonymous audience profiles and deliver consistent website experiences. The ev_sync_dd cookie contains synchronisation data used to align IDs across Adobe services. Adobe Audience Manager is not used as a standalone solution. The following cookies are set by Adobe Advertising Cloud as part of the Adobe Experience Cloud ID Service. The everest_g_v2 cookie contains persistent data about user interactions with ads and site visits, used for ad attribution, retargeting, and reporting. It helps Adobe measure the effectiveness of advertising campaigns and optimise delivery across websites. The everest_session_v2 cookie contains session-based data about user interactions with ads and site visits, used for ad attribution, retargeting, and reporting. It ensures that advertising performance can be measured during a single browsing session.	1

Cookies list: Third Party Cookies		
Cookie name	Description	Type
ak_bmsc bld _D9J aw***** AWSESS awpv*****	Set by AWIN. The ak_bmsc cookie is set by Akamai, helps protect the website by distinguishing between legitimate users and automated traffic, supporting security measures and maintaining the reliability of website services. The bld cookie stores an identifier used to support affiliate tracking and reporting. The _D9J cookie is used for performance optimisation to match the request containing the device attribution to the same edge node. The aw***** cookie is set when a visitor clicks on one of AWIN's links. Stores IDs for referring website, the advertisement clicked on, the group of advertisements to which the advertisement belongs, the time of the click, the advertisement type ID, the product ID, and any reference the referring site adds to the click. The AWSESS cookie is set when a visitor views an advertisement and is used to help AWIN ensure that the same advertisement is not repeatedly shown to the visitor. The awpv***** cookie is set when a visitor views an advertisement. It stores an ID for the website that displayed the advertisement and the time the advertisement was viewed. For more information see: https://privacy.awin.com/#sale-attribution-awin	1
bp_sid	Set by Buyapowa. The bp_sid cookie is a session ID that keeps a user logged in.	1
ADRUM_BTa ADRUM_BT1 JSESSIONID SameSite	Set by EshaPay AppDynamics. The ADRUM_BTa cookie stores anonymous information used to correlate browser requests with back-end transactions and monitor application performance, page load times, and errors. Does not contain personal data. The ADRUM_BT1 cookie helps AppDynamics connect user interactions with server-side activity for troubleshooting and performance analysis. Does not contain personal data. The JSESSIONID cookie is a standard Java application session cookie. Maintains the user's session between requests and allows the server to recognise consecutive requests as belonging to the same browser session. The SameSite cookie is an AppDynamics-related cookie used to support secure handling of cookies across websites and helps protect against unauthorised cross-site requests.mm	1

Cookies list: Third Party Cookies		
Cookie name	Description	Type
_gocertify_session student_verification_token student_verification_token_date	Set by the Gocertify platform. The _gocertify_session cookie securely maintains the user's login and verification state, ensuring the website can recognise that the user has already confirmed their eligibility for a discount (such as student, key worker, or military status) while navigating the retailer's site. This cookie is essential for providing the verified discount experience. The student_verification_token cookie is set after successful GoCertify verification. The student_verification_token_date cookie is an expiry timestamp cookie used to detect token expiry.	1
io_token_7c6a6574-f011-4c9a-abdd-9894a102ccef	Set by Iovation (TransUnion). The io_token_7c6a6574-f011-4c9a-abdd-9894a102ccef cookie helps recognise a user's device to detect suspicious activity and prevent fraud during logins and transactions.	1
cobrowse_10006330 inqSession_10006330 inqState_10006330 inqVital_10006330 SERVERID tcSrv_10006330	Set as part of VOXI support services. The cobrowse_10006330 cookie enables support agents to securely view the same webpage as a customer during a live help session, helping resolve issues more efficiently. The inqSession_10006330 cookie maintains the visitor's chat session, enabling session continuity, routing, and message delivery. The inqState_10006330 cookie stores the current state of the chat session, helping track whether the chat widget is open, minimised, or active, and ensuring correct session behaviour as the user navigates the site. The inqVital_10006330 cookie ensures the webchat stays alive and connected, helping avoid dropped conversations. The SERVERID cookie is set by load balancer or routing cookie to keep traffic pinned to a back-end node. The tcSrv_10006330 cookie is a survey display flag used to determine whether the post-chat survey has already been presented to the user. These cookies are required for the chat service to function correctly and do not identify the user.	1

Cookies list: Third Party Cookies

Cookie name	Description	Type
fn_dt _iidt ID Dynamically generated like: ***** id_token jIHSLr4M5Yy4U-3CrkGq73ovwuW l7_az LANG login_email rmuc rssk sGyOVhbl6pXGrdLaeDLjizw3VN TLTDID TLTSID ts ts_c tsrce x-pp-s tcs nsid _dd_s	Set by PayPal for payment security. The fn_dt , _iidt, ***** IDs dynamically generated. These cookies collect information about the browser and device used to access PayPal services to support fraud prevention, security monitoring, and service reliability. The id_token cookie stores an authentication token used to maintain a secure session and facilitate communication between PayPal services. The jIHSLr4M5Yy4U-3CrkGq73ovwuW cookie is used by PayPal to support security, session management, and the proper operation of payment services. The l7_az cookie helps manage traffic across PayPal infrastructure to improve service performance, reliability, and availability. The LANG cookie stores the user's language and regional preferences to provide content in the appropriate language. The login_email cookie temporarily stores the email address entered during the PayPal login process to support authentication and user experience. The rmuc cookie is used by PayPal for risk assessment, fraud detection, and security monitoring during transactions and account activities. The rssk cookie is used for security and fraud prevention purposes, helping PayPal verify requests and protect user sessions. The sGyOVhbl6pXGrdLaeDLjizw3VN cookie supports secure session management and the operation of PayPal payment services. The TLTDID cookie stores a unique identifier used for security, fraud prevention, and session recognition across PayPal services. The TLTSID cookie stores a session identifier to help maintain secure transactions and ensure service continuity during a user's visit. The ts cookie supports security, fraud detection, and secure payment processing by helping PayPal identify and assess transaction activity. The ts_c cookie is used for security and fraud prevention purposes and helps validate the integrity of user sessions and transactions. The tsrce cookie records information about the source of a user session to support service functionality, security controls, and transaction processing. The x-pp-s cookie maintains session state and supports the secure delivery of PayPal services during a user's visit. The tcs cookie is used to support security, fraud prevention, and the reliable operation of PayPal services. The nsid cookie stores a session identifier used to maintain service functionality, support authentication, and ensure secure interactions with PayPal services. Set by PayPal - Datadog: The _dd_s cookie is used for frontend performance monitoring and session tracking.	1

Cookies list: Third Party Cookies

Cookie name	Description	Type
enforce_policy d_id datadome cf_clearance x-cdn	The enforce_policy cookie is used in context with transactions on the website for secure payment via PayPal. The d_id cookie is used to improve user experience when making a payment. Set by DataDome on behalf of PayPal. The datadome cookie helps protect the website and payment services from fraudulent activity, bots, and malicious traffic. Set by Cloudflare on behalf of PayPal. The cf_clearance cookie is used for security purposes to verify legitimate visitors and help protect payment services from malicious traffic, automated abuse, and fraudulent activity. It allows users who have passed security checks to access protected content without repeated verification. The x-cdn cookie contains server data used to maintain reliable connections during payments.	1
C CM CM14 uid	Set by Adform. The C cookie checks whether the user's browser allows cookies or if they have opted out of tracking. The CM cookie is used to determine whether Adform needs to confirm or update cookie-matching information with partner platforms. The CM14 cookie is used to determine whether Adform needs to confirm or update cookie-matching information with partner platforms. The uid cookie contains a unique, anonymous identifier that links a user's interactions across devices into a single profile for targeted advertising and website analytics, and tracks behaviour such as clicks and page views to personalise ad content.	4
uid	Set by seadform.net. The uid cookie assigns a unique, machine-generated identifier to a user's browser for website analytics and targeted advertising, enabling activity tracking, user profile creation, and potential sharing with third parties for analysis and advertising purposes.	4
MUID SRM_B	Set by Microsoft Advertising (Bing). The MUID cookie contains information to identify unique browsers across Microsoft websites and helps with advertising and analysing how people use Microsoft services. The SRM_B cookie contains a unique identifier used to track user interactions and deliver relevant ads.	4
X-AB	Set by Snapchat. The X-AB cookie contains information about which version of a page or feature a user was shown and does ensure they consistently see that same version, supporting A/B testing and measurement of effectiveness.	4

Cookies list: Third Party Cookies		
Cookie name	Description	Type
TAPID tcs.google_cver tcs.google_error tcs.google_gid	Set by Tealium AudienceStream - Tag manager Platform. The TAPID cookie contains a primary unique identifier and helps link visitor activity to a profile across sessions, enabling targeting and personalisation of content on a domain. Set by Tealium AudienceStream for Google Advertising. The tcs.google_cver cookie contains connector-specific metadata used for Google integrations and helps ensure versioning and data sync, supporting targeting and personalisation alongside the TAPID identifier. The tcs.google_error cookie refers to an error in the connection. The tcs.google_gid cookie contains a unique identifier and helps measure the effectiveness of advertisements on Google platforms while enabling delivery of more relevant advertising.	4
ad-id ad-privacy	Set by Amazon Advertising. The ad-id cookie is used to show more relevant ads based on what a user has viewed or clicked. The ad-privacy cookie stores advertising preferences to ensure that personalised ad choices are respected.	4
guest_id guest_id_ads guest_id_marketing muc_ads personalization_id __cf_bm	Set by X (formerly Twitter). The guest_id cookie identifies a visitor as a guest user and helps deliver a consistent experience, such as remembering preferences or tailoring content. The guest_id_ads cookie stores a unique ID for visitors who are not logged in, helping measure and improve the relevance of ads shown on or through Twitter. The guest_id_marketing cookie assigns a unique ID to visitors who are not logged in, helping assess the effectiveness of Twitter's marketing efforts and improve how content and ads are presented. The muc_ads cookie contains information about how people interact with its services and advertising partners and helps deliver ads that are more relevant. The personalization_id cookie contains information about how you've interacted with Twitter's services and helps personalise your experience by tailoring the content and ads you see. Set by X - Cloudflare : The __cf_bm cookie is used to read and filter requests from bots, helping Cloudflare distinguish between genuine visitors and automated traffic.	4

Cookies list: Third Party Cookies		
Cookie name	Description	Type
id IDE receive-cookie-deprecation test_cookie	Set by Google DoubleClick. The id cookie contains a unique identifier used to track ad interactions and manage ad frequency. The IDE cookie records and improves the performance of online advertising, helping ensure that ads are shown more effectively and without unnecessary repetition. The receive-cookie-deprecation cookie is used to indicate whether a browser supports new privacy features that reduce reliance on third-party cookies, helping websites adapt to upcoming changes in how cookies are handled. The test_cookie cookie contains diagnostic values used to check if the browser accepts cookies.	4

Controlling your cookies

You can control cookies in your browser to enable or disable them. If you wish to restrict or block the cookies which are set by any website – including a Vodafone website – you should do this through the web browser settings for each web browser you use, on each device you use to access the internet.

Information on controlling and deleting cookies, including on a wide variety of browsers, is also available at www.allaboutcookies.org/ Under the heading “Cookies and you” we’ve provided a few links also for some of the more popular browsers but check your particular browser and device, for correct and up-to-date information.

Some services, for example your VOXI online account, may not function or have more limited functionality if your web browser does not accept cookies. However, you can allow cookies from specific websites by making them “trusted websites” in your web browser.

The Internet Advertising Bureau website www.youronlinechoices.com/uk/ allows you to install opt-out cookies across different advertising networks.

If you do not wish to accept cookies from one of our emails, you can close the email before downloading any images or clicking on any links. You can also set your browser to restrict cookies or to reject them entirely. These settings will apply to all cookies whether included on websites or in emails. Sometimes, depending on your email or browser settings, cookies in an email may be automatically accepted (e.g. when you’ve added an email address to your address book or safe senders list). For more information, refer to your email browser or device instructions.

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