TalkTalk Cookie Policy

To ensure all features on any of our websites work properly your devices, (e.g. Laptop, Tablet, Mobile etc) needs to accept cookies. Don't worry our cookies don't store your personal information but provide us with anonymous information about your use of the website and help us recognise you (as an anonymous user) so we can personalise your online experience. Cookies will automatically be placed on your computer, tablet, or mobile web browser when you visit any TalkTalk websites.

We also work with select partners that provide content for our website who will have their own cookie policies, and we advise you to visit their cookie policies should you follow a link and/or visit their website. You can choose to manage or disable cookies anytime through your browser settings, but if you do some parts of the site may not work properly - Click here for our full list of Ad Technology Providers.

What types of cookies we use

Cookie Type	What it does
Essential & Functional Cookies	• Essential Cookies are also sometimes called "strictly necessary" they are automatically dropped onto your computer, tablet or mobile when you access our websites as they are essential for our website to function correctly. • Functional cookies allow us to remember any preferences you've made and we use them to improve your online experience. These cookies are anonymous and don't track browsing activity across other websites.
Personalisation & Re-targeting cookies	• Personalisation cookies help us to tailor our website based on your interests. They tell us how you're using the site, so we can show you products and offers that might be of interest to you. • Targeted cookies are used by advertisers on our website. They track your browser when you visit different websites to understand what you're interested in and use this information to display more relevant adverts to you on other websites.
Analytical & Tracking Cookies	• Analytical & Tracking cookies are used to track visitors on the website. How you browse, how long are you staying on the site, what you are looking at and when you have made a purchase. They are essential in measuring customer experience, the performance of a website, and to optimise it.

List of Cookies used

Cookie name	Lifespan	Purpose
__adal_ca	6 months	Performance cookie. Stores which advertising campaign drove a user to visit, stores traffic source and campaign data.
__adal_cw	7 days	Performance cookie. Ties back conversion events to earlier visits, stores a visit timestamp.
__adal_id	1 year	Performance cookie. Uniquely identify a device, stores a generated Device ID.
__adal_ses	1 year	Performance cookie. Uniquely identify a device, stores a generated Device ID.
__qca	1 year	Marketing/tracking cookie. Used to store and track audience reach.
_fbp	90 days	Marketing/tracking cookie. This cookie is used to distinguish and keep track of your unique users.
_ga	2 years	Analytics cookie. Used to identify unique users
_ga	2 years	Analytics cookie. Used to identify unique users
_ga_L9PBH8WSX2	2 years	Analytics cookie. Used to identify unique users
_gcl_au	90 days	Analytics/Advertising cookie. Primarily used to help advertisers determine how many times users who click on their ads end up taking an action on their site, such as making a purchase.
_gid	24 hours	Analytics cookie. Used to store and update a unique value for each page visited.
_gid	24 hours	Analytics cookie. Used to store and update a unique value for each page visited.
ADRUM	Session	Used for Performance Monitoring
APISID	1 year	used to authenticate users help ensure that only the actual owner of an account can access that account.
CONSENT	2 years	Used to store a user's state regarding their cookies choices
correlationId	session	Essential – phone calls linked to logged in users
da_intState	session based	This cookie allows us to monitor and review the users journeys on our site to provide us with insights on how to improve your on-site experience.
da_lid	1 year	This cookie is used to collect information about how people use the website.
da_sid	session based	This cookie is used to collect information about how people use the website.
HSID	14 days	Security cookie. Used to authenticate users help ensure that only the actual owner of an account can access that account.
kampyle_userid	1 year	Functionality cookie. This cookie is used for storing a user ID.

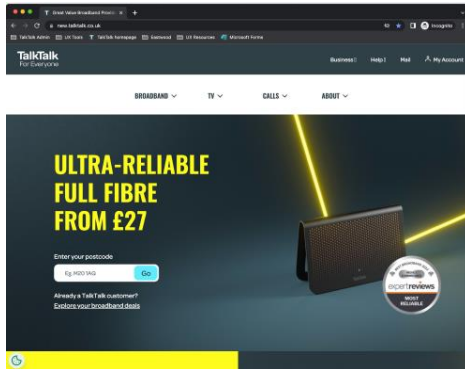|		
kampyleSessionPageCounter	1 year	Functionality cookie. This cookie is used for counting the number of pages a user views within a single sessions.
kampyleUserSession+C26C26:D32	1 year	Functionality cookie. This cookie is used for setting an unique ID for the specific session.
kampyleUserSessionsCount	1 year	Functionality cookie. This cookie is used for counting the number of sessions per user.
mc	5 years	Targeting cookie. It records unique numbers that identify your browser and interaction history.
mdLogger	unknown	User surveys / analytics
NID	6 months	These cookies are used to remember user's preferences and other information, such as preferred language, how many results you prefer to have shown on a search results page (for example, 10 or 20), and whether you want to have Google's SafeSearch filter turned on
optimizelyEndUserId	6 months	Stores a visitor's unique Optimizely Experimentation identifier.
OptzUserId	Session	This cookie is essential for Site changes
TalkTalk_Site_Platform	Session	This cookie is essential for Site changes
TSa033287b027	Session	This cookie is essential for Site changes
_ga_L9PBH8WSX2	4 years	Analytics cookie. Used to identify unique users
_gat	1 minute	Analytics cookie. This cookie does not store any user information; it's just used to limit the number of requests that have to be made to doubleclick.net.
_gat_UA-26765492-2	1 minute	Analytics cookie. This cookie does not store any user information; it's just used to limit the number of requests that have to be made to doubleclick.net.
CookieConsent_All	unknown	New cookie for when you click accept all
CookieConsent_Personalisation	unknown	New cookie for when you accept personalisation
CookieConsent_Retargeting	unknown	New cookie for when you accept retargeting
da_lid	1 year	This cookie is used to collect information about how people use the website.
IDE	2 years	Marketing/tracking cookie. Used to provide ad delivery or retargeting.
n/a as not a cookie but a tracking pixel, so only limited information provided	n/a	Consent Purposes • Store and/or access information on a device • Create profiles for personalised advertising • Use profiles to select personalised advertising • Create profiles to personalise content • Understand audiences through statistics or combinations of data from different sources • Develop and improve services

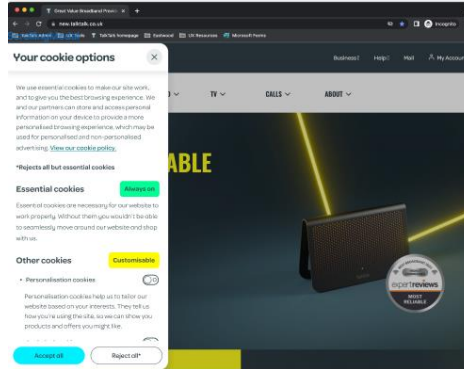|		
LPSID-45956611	Session	Current active (or last) monitoring session. (1st party session cookie)
LPVID	Visitor	Visitor ID identified in Conversational Cloud. (1st party persistent) Active for one year if not refreshed during that time.
IDE	2 years	Marketing/tracking cookie. Used to provide ad delivery or retargeting.
_gads	13 months	enables sites to show google ads.
Nextdoor	1 year	To enable advertising to be displayed across social media channels and provide our social media partners with information on how the website is used.
aw3674	30 days	Set when you click on one of our links. Stores IDs for referring website, advertisement on which you clicked, group of advertisements to which the advertisement belongs, time you clicked on it, ID for the type of advertisement, ID for the product and any reference the referring site adds to the click.
_aw_m_3674	1 year	Stores a reference to an individual click to attribute a sale between publisher and advertiser websites.
_aw_j_3674	3 months	Stores a reference to an individual user journey to attribute events between publisher and advertiser websites
_aw_sn_3674	1 year	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
flashtalkingad1	2 Year(s)	Store and/or access information on a device Use limited data to select advertising Create profiles for personalised advertising Use profiles to select personalised advertising Measure advertising performance
_D9J	2 Year(s)	Store and/or access information on a device Use limited data to select advertising Create profiles for personalised advertising Use profiles to select personalised advertising Measure advertising performance
_updateDetailsReminder	6 Months	Reminds /asks users to check details are accurate and up to date in MyAccount
showUpdateDetailsModal	6 Months	Reminds /asks users to check details are accurate and up to date in MyAccount

How to manage your cookies

You can change your cookie preferences at any time by clicking on the 'C' icon which can be located in the corner of the screen. You can then adjust the available sliders to 'On' or 'Off', then clicking 'Save and close'. In order to for your settings to take effect you may need to refresh your page effect.

Example 1

Example 2

Remember, you don't have to manage your cookies using the above platform, most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set, visit www.aboutcookies.org or www.allaboutcookies.org.

Find out how to manage cookies on popular browsers:
- Google Chrome
- Microsoft Edge
- Mozilla Firefox
- Microsoft Internet Explorer
- Opera
- Apple Safari

We have a data protection officer who is responsible for all of our issues relating to the protection of personal data including our Cookie Policy. The data protection officer can be contacted via emailing GDPRPrivacy@talktalkplc.com or by writing to The Data Protection Officer, TalkTalk Soapworks, Ordsall Lane Salford, M5 3TT.

Changes to this policy

We may update this cookie policy from time to time. The revised policy will be posted to this page.