

TTB 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 Business 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.

What types of cookies we use

| Cookie Type | What it does |
|--|---|
| Essential & Functional Cookies | <ul style="list-style-type: none"> 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 | <ul style="list-style-type: none"> 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 | <ul style="list-style-type: none"> 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. |

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List of Cookies used

| Cookie name | Lifespan | Purpose |
|-------------------|-----------|---|
| ad-id | 7 months | This cookie is provided by amazon-adsystem.com for advertising purposes. |
| ad-privacy | 9 months | This cookie is provided by amazon-adsystem.com for advertising purposes. |
| anj | 2 months | This cookie contains data denoting whether a cookie ID is synced with an AppNexus partner. |
| uuid2 | 3 months | This domain is owned by AppNexus Inc. The company provides a range of online advertising technology and services. |
| ELOQUA | 7 months | Eloqua Business Marketing platform - this cookie collects and transfers contact info from webforms to internal databases for customer requests. |
| ELQSTATUS | 7 months | Eloqua Business Marketing platform - this cookie is used to recognise unique visitors to website pages and to track the pages they visit. |
| datr | 13 months | Fraud prevention. |
| sb | 13 months | Stores user browser details. |
| __Secure-1PAPISID | 13 months | This cookie is used to authenticate users and help ensure that only the actual owner of an account can access that account. |
| __Secure-1PSID | 1 year | This cookie is used to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising. |
| __Secure-1PSIDCC | 13 months | This cookie is used to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising. |
| __Secure-1PSIDTS | 1 Year | Used to check if a user has logged into their Google account before allowing access to various Google services |
| __Secure-3PAPISID | 1 Year | This cookie is used to authenticate users and help ensure that only the actual owner of an account can access that account. |
| __Secure-3PSID | 13 months | This cookie is used to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising. |
| __Secure-3PSIDCC | 1 year | This cookie is used to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising. |
| __Secure-3PSIDTS | 1 year | This cookie is used to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising. |

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| __Secure-ENID | 13 months | Google security cookie used to confirm visitor authenticity, protect visitor data and prevent fraudulent use of credentials |
| AEC | 5 months | Used to detect spam, fraud and abuse to help ensure that advertisers are not incorrectly charged for fraudulent or otherwise invalid impressions or interactions with ads, and that YouTube Creators in the YouTube Partner Programme are remunerated fairly. |
| APISID | 1 month | This cookie is used to build a profile of the website visitor's interests and show relevant ads on other sites. This cookie works by uniquely identifying your browser and device. |
| ar_debug | 13 months | Attribution Reporting. |
| HSID | 6 months | This cookie is used to build a profile of the website visitor's interests and show relevant ads on other sites. |
| IDE | 5 months | Real time bidding advertising exchange. |
| NID | 1 week | This cookie is used to track users extensively both through its own products and sites, and the numerous technologies embedded into many millions of websites around the world. It uses the data gathered from most of these services to profile the interests of web users and sell advertising space to organisations based on such interest profiles as well as aligning adverts to the content on the pages where its customer's adverts appear. |
| OGP | 1 week | This cookie enables the functionality of Google Maps. |
| OGPC | 1 month | This cookie enables the functionality of Google Maps. |
| receive-cookie-deprecation | 6 months | Cookie deprecation. |
| SAPISID | 13 months | This cookie is used to build a profile of the website visitor's interests and show relevant ads on other sites. This cookie works by uniquely identifying your browser and device. |
| SID | 13 months | This cookie is used for session state management. |
| SIDCC | 1 year | This cookie is used to track how the end user uses the website and any advertising that the end user may have seen before visiting the said website. |
| SOCS | 7 months | Used to store a user's state regarding their cookies choices. |

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| SSID | 13 months | This cookie is used to track how the end user uses the website and any advertising that the end user may have seen before visiting the said website. |
| aam_uuid | session | This cookie is associated with Adobe Audience Manager ID - Data Management Platform (DMP) and is used to assign a unique ID when a user visits a website. |
| AMCV_14215E3D5995C57C0A495C55%40AdobeOrg | 5 months | This cookie is associated with Adobe Marketing Cloud and is used to store a unique visitor identifier to track users across their domains and services. |
| AnalyticsSyncHistory | 1 month | Linkedin set this cookie to store information about the time a sync took place with the lms_analytics cookie. |
| bcookie | 1 year | This is a Microsoft MSN 1st party cookie for sharing the content of the website via social media. |
| dfpft | 9 months | For measuring the activity of users on our website, to power conversion tracking, website audiences, and website demographics for LinkedIn ad campaigns (for marketing cookies). |
| li_mc | 6 months | For measuring the activity of users on our website, to power conversion tracking, website audiences, and website demographics for LinkedIn ad campaigns (for marketing cookies). |
| li_sugr | 3 months | For measuring the activity of users on our website, to power conversion tracking, website audiences, and website demographics for LinkedIn ad campaigns (for marketing cookies). |
| liap | 1 year | For measuring the activity of users on our website, to power conversion tracking, website audiences, and website demographics for LinkedIn ad campaigns (for marketing cookies). |
| lidc | session | For measuring the activity of users on our website, to power conversion tracking, website audiences, and website demographics for LinkedIn ad campaigns (for marketing cookies). |
| lms_ads | 1 month | For measuring the activity of users on our website, to power conversion tracking, website audiences, and website demographics for LinkedIn ad campaigns (for marketing cookies). |

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| lms_analytics | 1 month | For measuring the activity of users on our website, to power conversion tracking, website audiences, and website demographics for LinkedIn ad campaigns (for marketing cookies). |
| UserMatchHistory | 1 month | For measuring the activity of users on our website, to power conversion tracking, website audiences, and website demographics for LinkedIn ad campaigns (for marketing cookies). |
| _C_ETH | session | This cookie is used to retarget website visitors via Bing. |
| _EDGE_S | session | Ensures the proper functioning of the website. |
| _RwBf | 1 year | This cookie is used for advertisement tracking purposes. |
| _Rwho | session | This cookie is used for advertisement tracking purposes. |
| _SS | session | Ensures the proper functioning of the website. |
| BCP | 1 year | This cookie is used for advertisement tracking purposes. |
| BFB | 13 months | This cookie is used for advertisement tracking purposes. |
| BFBFB | 13 months | This cookie is used for advertisement tracking purposes. |
| CortanaAppUID | session | This cookie is used to manage and personalise the user experience with Cortana. |
| ipv6 | session | Ensures the proper functioning of the website. |
| MMCASM | 9 months | This cookie is used for advertisement tracking purposes. |
| MSPTC | 13 months | This cookie is used for advertisement tracking purposes. |
| MUID | 13 months | This cookie is widely used by Microsoft as a unique user identifier. It can be set by embedded Microsoft scripts. Widely believed to sync across many different Microsoft domains, allowing user tracking. |
| OID | 3 months | Stores the last logged in org for redirecting requests. Used for logging whether the cookie is present in site and community guest-user requests. |
| OIDI | 1 week3 | This cookie streamlines user sessions and enhances the user experience by providing seamless access to various Microsoft services once authenticated. |

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| OIDR | 3 months | This cookie streamlines user sessions and enhances the user experience by providing seamless access to various Microsoft services once authenticated. |
| OIDST | 1 week | This cookie streamlines user sessions and enhances the user experience by providing seamless access to various Microsoft services once authenticated. |
| SRCHD | 6 months | This cookie is an analytics service that connects data from the Bing advertising network with actions performed on the website. |
| SRCHHPGUSR | 13 months | This cookie is an analytics service that connects data from the Bing advertising network with actions performed on the website. |
| SRCHUID | 6 months | This cookie is an analytics service that connects data from the Bing advertising network with actions performed on the website. |
| SRCHUSR | 6 months | This cookie is an analytics service that connects data from the Bing advertising network with actions performed on the website. |
| USRLOC | 13 months | This cookie is used to understand user interaction with the website. |
| g_state | 2 months | Used to manage user consent for cookies and tracking. |
| OptanonAlertBoxClosed | 8 months | This cookie is set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and in some cases only when they actively close the notice down. It enables the website not to show the message more than once to a user. The cookie has a normal lifespan of one year and contains no personal information. |
| OptanonConsent | 9 months | This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the users browser, when consent is not given. The cookie has a normal lifespan of one year, so that returning visitors to the site will have their preferences remembered. It contains no information that can identify the site |

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| | | visitor. |
| TP.uuid | 10 months | Used to manage user consent for cookies and tracking. |
| mc | 13 months | This cookie is used to track anonymous information about how website visitors use the site. |
| X-Salesforce-CHAT | session | This cookie is set by LiveAgent to allow Live Chat assistance for existing customers. |
| CookieConsent_All | 1 month | New cookie for when you accept all cookie types for tracking. |
| CookieConsent_Analytics | 1 month | New cookie for when you accept analytics. |
| CookieConsent_Personalisation | 1 month | New cookie for when you accept personalisation. |
| _ga | 13 months | Analytics cookie. Used to identify unique users. |
| _gid | 2 years | Analytics cookie. Used to store and update a unique value for each page visited. |
| __adal_ca | 6 months | Performance cookie. Stores which advertising campaign drove a user to visit, stores traffic source and campaign data |
| __adal_cw | 2 years | Performance cookie. Ties back conversion events to earlier visits, stores a visit timestamp. |
| __adal_id | 13 months | Performance cookie. Uniquely identify a device, stores a generated Device ID. |
| __qca | 13 months | Analytics cookie. Used for audience segmentation and targeted advertising. |
| _fbp | 3 months | Analytics cookie. Used to track user activity and measure advertising campaign effectiveness. |
| _ga_L9PBH8WSX2 | 13 months | Analytics cookie. Used to identify unique users. |
| _gat_UA-2312787-27 | session | Analytics/Performance cookie. Used to throttle the request rate - limiting the collection of data on high traffic sites. |
| _gcl_au | 3 months | 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. |

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| _hjSession_3240208 | session | Hotjar sets this cookie to ensure data from subsequent visits to the same site is attributed to the same user ID, which persists in the Hotjar User ID, which is unique to that site. |
| _hjSession_527853 | session | Hotjar sets this cookie to ensure data from subsequent visits to the same site is attributed to the same user ID, which persists in the Hotjar User ID, which is unique to that site. |
| _hjSessionUser_3240208 | 1 year | Hotjar sets this cookie to ensure data from subsequent visits to the same site is attributed to the same user ID, which persists in the Hotjar User ID, which is unique to that site. |
| _hjSessionUser_527853 | 1 year | Hotjar sets this cookie to ensure data from subsequent visits to the same site is attributed to the same user ID, which persists in the Hotjar User ID, which is unique to that site. |
| _uetsid | session | Used to determine what ads should be shown that may be relevant to the end user perusing the site. |
| _uetvid | 13 months | Used for tracking and to engage with a user that has previously visited our website. |
| ADRUM | session | Used for Performance Monitoring. |
| LPSID-45956611 | session | Current active (or last) monitoring session. (1st party session cookie) |
| LPVID | 1 year | Visitor ID identified in Conversational Cloud. (1st party persistent) Active for one year if not refreshed during that time. |
| 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. |
| f5_cspm | session | Used for Performance Monitoring. |
| TS019b9b07 | session | This cookie is essential for Site changes. |
| TS14a17ecd027 | session | This cookie is essential for Site changes. |
| liveagent_oref | 1 year | This cookie is set by LiveAgent to allow Live Chat assistance for existing customers. |
| liveagent_ptid | 1 year | LiveAgent sets this cookie to link previous chats and transcripts from a single visitor |
| liveagent_sid | session | LiveAgent sets this cookie to capture a unique pseudonymous ID when a user requests a chat during an active session. |
| liveagent_vc | 1 year | This cookie is set by LiveAgent to allow Live Chat assistance for existing customers. |
| BIGipServerTalkTalk_co_uk_https | session | Used for Performance Monitoring. |

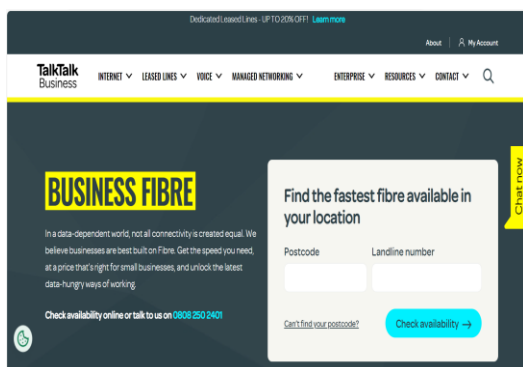
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| CorrelationId | session | Essential – phone calls linked to logged in users |
|---------------------------------------|---------|---|
| f5avr0947351681aaaaaaaaaaaaaaaa_cspm_ | session | Used for Performance Monitoring. |
| TS01f039f6 | session | This cookie is essential for Site changes. |
| TS4780644a027 | session | This cookie is essential for Site changes. |
| TSa033287b027 | session | This cookie is essential for Site changes. |

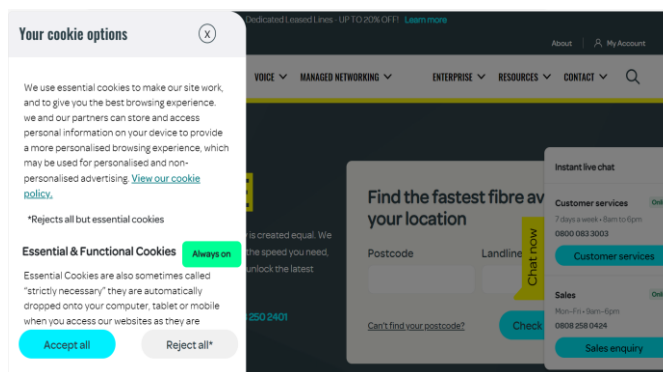
How to manage your cookies

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.