

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.

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__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.
__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.

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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.
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.
dfpfp	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).

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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).
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.

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OIDI	1 week3	This cookie streamlines user sessions and enhances the user experience by providing seamless access to various Microsoft services once authenticated.
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.

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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 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.

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_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.
_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

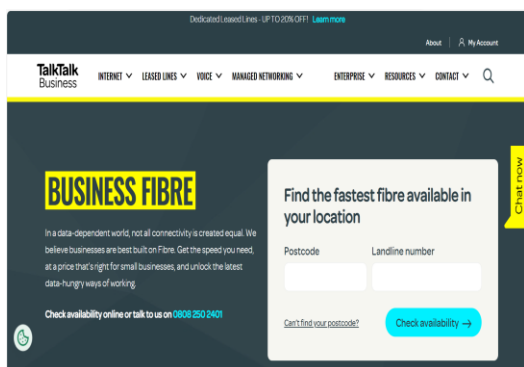
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		customers.
liveagent_ptid	1 year	LiveAgent sets this cookie to link previous chats and transcripts from a single visitor
liveagent_sid	session	LiveAgent sets this cookie to capture a unique pseudonymous ID when a user requests a chat during an active 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.
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.
_aw_j_5865	1 year	Stores a reference to an individual user journey to attribute events between publisher and advertiser websites
_aw_m_5865	1 year	Stores a reference to an individual click to attribute a sale between publisher and advertiser websites.

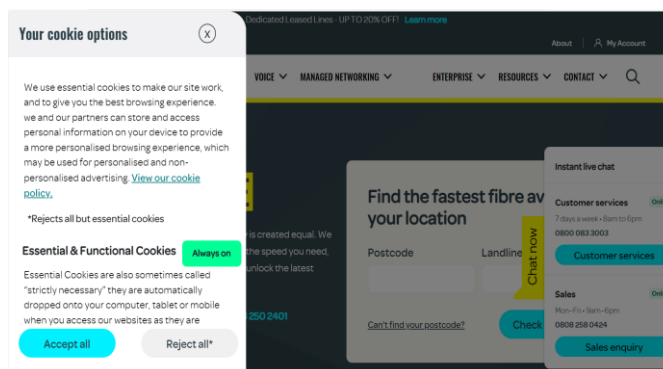
How to manage your cookies

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

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- 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.