

RIDGEVIEW COOKIE POLICY – 05/10/23

Cookie Title Cookie Name	Cookie provider	Purpose	Type	Duration
Strictly necessary cookies				
__cf_bm	.r1-t.trackedlink.net	Cloudflare places the cookie on end-user devices that assess customer sites protected by Bot Management or Bot Fight Mode.	http_cookie	29 minutes
Priority	c.bing.com	Used to protect forms from spam.	Server_cookie	Session
Priority	c.clarity.ms	Used to protect forms from spam.	Server_cookie	Session
__cf_bm	.vimeo.com	Cloudflare places the cookie on end-user devices that assess customer sites protected by Bot Management or Bot Fight Mode.	http_cookie	29 minutes
JSESSIONID	.nr-data.net	Used to maintain an anonymous user session by the server in Java (TM) 2 Platform Enterprise Edition web applications. It is a necessary cookie that expired at the end of a session.	Server_cookie	Session

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Functionality Cookies				
MR	.c.clarity.ms	This cookie is used by Microsoft to reset or refresh the MUID cookie.	Server_cookie	7 days
MR	.c.bing.com	Session cookie used to collect anonymous information on how visitors use a site to help improve their experience and for better target ads	Server_cookie	session
Analytics and Customisation				
Vuid	.vimeo.com	Used by Vimeo player to check if certain features or preferences have been selected by the user on websites with embedded videos from Vimeo.	http_cookie	1 year 1 month 4 days
__gid	.ridgeview.co.uk	Keeps an entry of unique ID which is then used to come up with statistical data on website usage by visitors. It is a HTTP cookie type and expires	http_cookie	23 hours 59minutes

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		after 23 hours 59 minutes.		
MUID	.bing.com	Sets a unique user id for tracking how the user uses the site. Persistent cookie that is saved for 1 year 24 days.	http_cookie	1 year 24 days
ga#	.ridgeview.co.uk	Used to distinguish individual users by means of designation of a randomly generated number as client identifier, which allows calculation of visits and sessions	http_cookie	1 year 1 month 4 days
v.gif	Pixel.wp.com	Contains a unique identifier and tracks user interactions on websites. It collects data on when a user visited a page, their actions, and potentially their IP address. Utilised for website analytics, advertising, and conversion tracking.	Pixel_tracker	session
689d5b4562	Bam.nr-data.net	Provides application performance	Pixel_tracker	session

Commented [A1]: No further information available

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		monitoring (APM) and other software analytics services. It is used to track and collect data related to the performance of web applications and websites.		
MUID	.clarity.ms	Sets a unique user id for tracking how the user uses the site. Persistent cookie that is saved for 1 years 24 days.	http_cookie	1 year 24 days
_gat	.ridgeview.co.uk	Used to monitor number of Google Analytics server requests when using Google Tag Manager.	http_cookie	Less than 1 minute
_ga	.ridgeview.co.uk	Records a particular ID used to come up with data about website usage by the user.	http_cookie	1 year 1 month 4 days
_gat#	.ridgeview.co.uk	Enables Google Analytics regulate the rate of requesting. It is a HTTP cookie type that lasts for a session.	http_cookie	Less than 1 minute
650631177	www.google.com	-Used to collect data about how users interact with Google's websites and services. The	Pixel_tracker	session

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		information helps Google understand user behavior, improve its services, and provide relevant content		
c.gif	c.clarity.ms	Collects data on the user's navigation and behaviour on the website.	Pixel_tracker	Session
Targeting				
csync	.smartadserver.com	Optimises ad display based on the user's movement combined and various advertiser bids for displaying user ads. It is also a HTTP cookie that expires in 1 year.	Server_cookie	1 year
Test_cookie	.doubleclick.net	A session cookie used to check if the user's browser supports cookies.	Server_cookie	15 minutes
c	s.pubmine.com	Regulates synchronisation of user identification and	Server_cookie	1 year 11 months and 29 days

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		exchange of user data between various ad services.		
Tt_viewer	.teads.tv	Teads uses a "tt_viewer" cookie to help personalise the video ads you see on our partner websites.	Server_cookie	11 months 29 days
tuuid	.betweendigital.com	Unique value to identify individual users.	Server_cookie	11 months 30 days
Stx_user_id	.sharethough.com	Registers a unique user ID that recognises the user's browser when visiting websites using Sharethough. The goal is to optimise the display of ads based on the user's movement and the bids of different ad providers for showing user ads.	Server_cookie	30 days
KRTBCOOKIE_#	.pubmatic.com	Used by Pubmatic to correlate user IDs with those of	Server_cookie	2 months 29 days

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		<p>their partners (such as demand side platform clients or other advertising technology companies). Pubmatic passes the information stored by the partner in this cookie to the partner when it is considering whether to purchase advertisements. This enables the partner to make better decisions about whether to display an advertisement to a site visitor.</p>		
SRM_B	.c.bing.com	<p>Atlast Adserver used in conjunction with Bing services. Expires after 1 year 24 days.</p>	Server_cookie	1 year 24 days
Tuiid_lu	s.pubmine.com	<p>Contains a unique visitor ID, which allows Bidswitch.com to track the visitor across multiple</p>	Server_cookie	1 year 11 months 29 days

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		websites. This allows Bidswitch to optimise advertisement relevance and ensure that the visitor does not see the same ads multiple times.		
PugT	.pubmatic.com	This cookie tracks when cookies were updated on the browser, in order to limit the number of calls to the server-side cookie store. Persistent cookie that expires in 30 days.	Server_cookie	30 days
Rum	Dsum.casalemedia.com	Used by the advertising platform Casalade Media to determine the visitor's interests based on pages visits, content clicked and other actions on the website.	Pixel_tracker	Session
YSC	.youtube.com	Used by Media.net to deliver unique adverts to users	Pixel_tracker	Session

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		on a site based on their interests.		
Cksync.php	Contextual.media.net	Used by Media.net to deliver unique adverts to users on a site based on their interests.	Pixel_tracker	Session
_fbp	.ridgeview.co.uk	Facebook tracking pixel used to identify visitors for personalised advertising.	http_cookie	2 months 29 days
Ga-audiences	www.google.com	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites.	Pixel_tracker	Session
CMPS	CasaleMedia	Persistent cookies set by CasaleMedia for anonymous user tracking, and using the data used for targeted advertising.	Server_cookie	11 months 30 days
Uuid	Ads.avct.cloud	Collects data on the user's visits to the website, such as what pages have been	Server_cookie	11 months 30 days

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		loaded. The registered data is used for targeted ads.		
CMID	.casalemedia.com	Persistent cookies set by CasaleMedia for anonymous user tracking, and using the data use for targeted advertising.		
__gcl_au	.ridgeview.co.uk	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services	https_cookie	2 months 29 days
um	Syn.teas.tv	To enable the bidding process.	Pixel_tracker	Session
c	.bidswitch.net	Regulates synchronisation of user identification and exchange of user data between various ad services.	Server_cookie	11 months 30 days
tuuid	.bidswitch.net	Unique value to identify individual users.	Server_cookie	2 months 29 days
tuuid	.360yield.com	Unique value to identify individual users.	Server_cookie	session

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Demconf.jpg	Dpm.demdex.net	Business cookie used for online profiling for targeted marketing. Is also a pixel tracker cookie that expires after a session.	Session	1 year 11 months 29 days
IDE	.doubleclick.net	Used to measure the conversion rate of ads presented to the user. Expires in 1.5 years.	Server_cookie	2 months 29 days
fr	.facebook.com	Used by Facebook to collect a unique browser and user ID, used for targeted advertising.	Server_cookie	1 year 11 months 29 days
rum	s.pubmine.com	Used by the advertising platform Casadale Media to determine the visitors interest based on pages visits, content clicked and other actions on the website.	Server_cookie	2 months 29 days
um	.360yield.com	To enable the bidding process.	Server_cookie	1 year 1 month

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pid	.smartadserver.com	Registers a unique ID that identifies a returning users device. The ID is used for targeted ads. Persistent cookie that expires 11 months 30 days.	Server_cookie	11 months 30 days
Tuuid_lu	.bidswitch.net	Contains a unique visitor ID, which allows Bidswitch.com to track the visitor across multiple websites. This allows Bidswitch to optimise advertisement relevance and ensure that the visitor does not see the same ads multiple times.	Server_cookie	10 minutes
ANONCHK	.c.clarity.ms	Used by Bing as a unique user identified for users seeing bing ads.	Server_cookie	2 months 29 days
Tuuid_lu	.360yield.com	Contains a unique visitor ID, which allows Bidswitch.com to track the visitors across multiple	Server_cookie	2 months 29 days

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		websites. This allows Bidswitch to optimise advertisement relevance and ensure that the visitor does not see the same ads multiple times.		
umeh	.360.yield.	To enable the bidding process.	Server_cookie	2 months 29 days
TestIfCookieP	.smartadserver.com	Used to identify new users and generates a unique ID for each user. Expires after 13 months.	Server_cookie	1 year 1 month
CMPRO	.casalemedia.com	Persistent cookies set by CasaleMedia for anonymous user tracking, and using the data used for targeted advertising,	Server_cookie	2 months 29 days
dpm	.dpm.demdex.net	Data management platforms use this cookie to record information around synchronisation of the user IDs they have collected.	Server_cookie	5 months 27 days

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VISITOR_INFO1_LIVE	.youtube.com	YouTube is a Google-owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites. Used by Google in combination with SID to verify Google user account and most recent login time.	Server_cookie	5 months 27 days
tuuid	s.pubmine.com	Unique value to identify individual users.	Server_cookie	1 year 11 months 29 days