

Cookies

A cookie is a small file of letters and numbers downloaded on to a device when the user accesses certain websites. A cookie will allow a website to recognise a user's device.

A cookie will contain the name of internet location (the domain) from which the cookie has come and the lifetime of the cookie (a cookie will usually expire after a certain period of time).

Cookies cannot be used to carry viruses, or install malware.

What types of cookie are there and which ones does WorldFirst use?

Two types of cookies are used on this website:

- Session cookies which are temporary cookies that remain in the cookie file of your browser until you leave the site and;
- Persistent cookies which remain in the cookie file of your browser for much longer (though how long will depend on the lifetime of the specific cookie).

We use four categories of cookie on our website;

Strictly necessary cookies

These cookies are essential in order to use a website and its features. They ensure security and privacy when accessing secure sites. They do not gather information about you that could be used for marketing or tracking where you have been on the internet.

If you choose to block these cookies you may experience reduced functionality and not be able to access all or parts of our website.

Performance cookies

These cookies collect data on how visitors interact with the website, including, but not limited to the number of visitors, pages or links accessed and length of time spent on the website or specific page. This statistical data is then used to improve the user experience.

Functionality and profile cookies

These cookies recognise your device when you return to a website. They enable personalised greetings, content and preferences as well as being able to remember login details.

Targeting cookies

These cookies gather information about your browsing habits by remembering your device has visited a website and sharing that information with other organisations such as advertisers or platforms on which a company advertises. They do this to provide you with online advertisements that are targeted to your browsing history and therefore more relevant to you and your interests.

First and Third party cookies

Whether a cookie is 'first' or 'third' party refers to the network placing the cookie. First party cookies are those set by the website being visited, whilst third party cookies are set by approved partners.

Some of WorldFirst's performance and targeting cookies are managed by third parties. WorldFirst carries out due diligence on these partners to ensure they have robust security systems and only

permits them to use cookies for their intended purpose. Data from third party cookies is stored by the third party and not on WorldFirst systems, with WorldFirst being granted access.

From time to time WorldFirst may also embed external content from other third party websites within our own website and emails, this could include sites such as Facebook, Twitter and YouTube. Their cookie usage policies are available on their own websites.

Cookies used by WorldFirst

Below is a list of the cookies that this website uses:

Strictly necessary

Cookie name	Function	Type
WFCOM	Stores session data	First Party
_cfduid	Identification and security. Does not store any PII	First Party

Performance

Cookie name	Function	Type
optimizelyEndUserId	Tracking user journey	First Party
Google Universal Analytics	Experience tracking and statistical analysis	Third Party
Unbounce	Identification of returning visitors and experience enhancement	Third Party
Hotjar	Tracking user journey	Third Party
Decibel	Session recording, performance analysis	Third Party
ResponseTap	Tracking user calls	Third Party

Functionality

Cookie name	Function	Type
AFFLYT_ID	Used to trace visitor's journey from partner's pages	First Party
ROI	Used to trace visitor's journey from partner's pages	First Party
locale	Language and regional preferences	First Party
sift_session_id	Fraud detection	Third party

Targeting

Cookie name	Function	Type
YouTube _hitbox	Count the number of views of a video	Third party
QuantCast	Advertising	Third party
Amazon	Advertising and link tracking	Third party
Bing Ads	Advertising	Third party
AdRoll	Targeted advertising	Third party
Dianomi	Advertising	Third party
.addthis.com di dt	Used to manage expiration of other cookies	Third party
Facebook	Advertising	Third party
Google adwords	Targeted advertising	Third party
LinkedIn	Targeted advertising	Third party
Marin	Search campaign management	Third party

Cookies in emails

We also use cookies and similar technologies in some emails. These help us to understand whether you've opened an email and how you've interacted with it.

If you have enabled images, cookies may be set on your computer or device. Cookies will also be set if you click on any link within the email. The types of cookies we use are:

Web beacons: unique identifier placed in emails to tell us whether you've opened them (and if so how often) and how you interacted with them (for example the time you spent reading the email). We also use web beacons to help us display emails in the best format for your device.

Link tracking: some emails will contain a number of hyperlinks, each of which has a unique tag which can be tracked for analytical purposes.

Cookies: our process for delivering emails may cause cookies to be set when you download images or when you click on a link.

If you don't want to accept cookies from our emails, simply close the email before downloading any images or clicking on any links. You can also set your browser to restrict or reject cookies. These settings will apply to all cookies on websites and emails.

In some instances, depending on your email or browser settings, cookies in an email may be automatically accepted (for example, when you've added an email address to your address book or

safe senders list). Please check your email browser or device instructions for more information on this.

How do I change my cookie settings?

If you want to restrict or block the cookies we use, you can do this through your browser settings.

[Google Chrome](#)

[Microsoft Edge](#)

[Mozilla Firefox](#)

[Microsoft Internet Explorer](#)

[Opera](#)

[Apple Safari](#)

To learn more about controlling cookies on the browser of your mobile device please refer to your handset manual.

Please note; if you use your browser settings to block all cookies you may not be able to access all parts of our website and may experience reduced functionality.

Changes to the Cookies Policy

We may update this cookies policy from time to time and encourage visitors to the website to review this policy periodically to stay informed.

This policy was last updated in May 2018.