

Cookie Policy

Last Updated:

3rd June 2025

The Privacy and Electronic Communications Regulations (PECR) cover the use of cookies and similar technologies for storing information, and accessing information stored, on a user's equipment such as a computer or mobile device. Website owners are therefore required to notify their visitors on how cookies are used on their websites. PECR sits alongside the Data Protection Act 2018 (DPA) and the GDPR. It provides specific rules in relation to privacy and electronic communications. Where these rules apply, they take precedence over the DPA and the GDPR.

1. What are cookies?

A cookie is a small text file which is placed on your browser or the hard drive of your device (e.g. computer, tablet, mobile) when you visit a website. Cookies store information such as your personal preferences to help a website recognise your future visits. They help you in a number of ways such as present information you are interested in (relevant to your preferences) or even complete a form without you having to re-enter information you may have previously provided.

2. What types of cookies do we use?

The use of cookies allows us to deliver a better and more personalised service. Some of the cookies we use are essential for our website to operate.

We use first and third party cookies:

- **First party cookies** are set by our website. They are owned by our company 'Data Locator Group Ltd' and brand 'ThePrizeFinder.com'.
- **Third party cookies** are set by domains whose services we are using on our website. For example, we use analytics software 'Google Analytics' owned by Google to gain more insight and understand user behaviour on our website. It uses cookies to provide us with this information. We do not have control over how third party cookies work.

How long these cookies remain on your device is dependent on the type of cookie. There are two types of cookies;

- **Session cookies** are short-term cookies set without an expiration date. They are stored in temporary memory and erase when you close your web browser. They do not collect information from your device.
- **Persistent cookies** are long-term cookies set with an expiration date. They remain in your web browser and device until the expiration date has passed. However, it is possible for you to clear all cookies using your browser's settings.

3. What cookies are used on our website?

We have outlined the cookies used on our website and their purpose in the following categories; necessary cookies, preference cookies, statistic cookies and marketing cookies.

3.1 Strictly necessary Cookies

Strictly necessary cookies are essential for the functionality of our website.

Source	Provider	Party Type	Cookie Name	Purpose	Cookie Type	Expiration
Drupal	Drupal	First Party	has_js	Holds the result of a check to see if JavaScript is enabled in the user's browser. Required for core functionality.	Session	End of browser session
			SESS_*	Unique cookie name and content. Holds details of the current user session. Maintains a user as logged in across pages.	Persistent	24 days
Usercentrics Consent Management Platform	Usercentrics	Third Party	ucString	This holds the ControllerID and SettingsID, the language, settings version and services with their consent history.	Persistent	365 days
			ucData	This holds information about the Google Consent Mode.	Persistent	365 days
Google Recaptcha	Google	Third Party	_GRECAPTCHA	This cookie is set so that Google can provide risk analyses about the activities observed by Google reCAPTCHA	Persistent	5 months, 27 days

3.2 Statistic Cookies

Statistic cookies collect and report anonymous information on how you use our website. This insight helps us make decisions on how to improve our website.

Source	Provider	Party Type	Cookie Name	Purpose	Cookie Type	Expiration
Google Analytics	Google	Third Party	__utmb	This cookie is used to track the time of the visit.	Session	End of browser session
			_ga	This cookie is used to distinguish between users.	Persistent	2 years
			_gid	This cookie is used to identify the user.	Persistent	1 day
			__utma	This cookie is used to record the time and date of the first visit, the total number of visits and the start time of the current visit.	Session	End of browser session
			__utmz	This cookie is used to record where the visitor came from.	Session	End of browser session
			IDE	This is used to show personalised ads.	Persistent	1 year, 1 month
			CONSENT	This is used to store the consent choices of the user.	Persistent	2 years
			__utmt	This is used to throttle the request rate.	Persistent	10 minutes
			_gat	This is used to read and filter requests from bots.	Persistent	1 minute
			__utmc	This is used to store the time of the visit.	Persistent	30 minutes
			FPID	This is used to store a value used for setting the Client ID in the request to Google's servers.	Persistent	2 years
			FPLC	This is used to register a unique ID that is used to generate statistical data about how the visitor uses the website.	Persistent	20 hours

Other technology details

Source	Provider	Party Type	Technology Name	Purpose	Technology Type	Expiration
Google Analytics	Google	Third Party	gtag.js	Collects data about visitor activity on the website such as pages visited, links clicked, and time spent on the site. It sends the data to Google Analytics for analysing website traffic and user behaviour.	JavaScript	Session

3.3 Marketing Cookies

Marketing cookies help display relevant advertising that you may be interested in. This is based on your browsing behaviour.

Source	Provider	Party Type	Cookie Name	Purpose	Cookie Type	Expiration
Google Ads	Google	Third Party	NID	This is used to provide advertisements or retargeting.	Persistent	6 months
			__gads	This is used to provide advertisements or retargeting.	Persistent	1 year, 1 month
			pm_sess	This is used to make sure that requests come from a user.	Session	30 minutes
			ANID	This is used to show advertisements on websites outside of Google.	Persistent	1 year, 1 month

			_gcl_au	This is used to store and track conversions.	Persistent	2 months, 29 days
			FPGCLAW	This cookie is used to track campaign related information on the user.	Persistent	2 months, 29 days
			FPGCLGB	This cookie is used to track campaign related information on the user.	Persistent	2 months, 29 days
			_gcl_gb	This cookie is used to track campaign related information on the user.	Persistent	2 months, 29 days
			_gac_gb_<wpid>	This cookie is used to track campaign related information on the user.	Persistent	2 months, 29 days
			_gcl_aw	This cookie is set when a user arrives at the website via a click on a Google ad.	Persistent	2 months, 29 days
			YSC	This is used to store and track interaction.	Session	Session
			1P_JAR	This is used to collect information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	Persistent	30 days
			AID	This is used to link activities on other devices the user has previously logged into with a Google account.	Persistent	1 year, 1 month
			FPAU	This is used to collect information about the users and their activity on the website through embedded elements with the purpose of analytics and reporting.	Persistent	2 months, 29 days
Facebook	Facebook Pixel	Third Party	Fr	Used to deliver, measure and improve the relevancy of ads.	Persistent	90 days
			_fbp	Identifies browsers for the purposes of providing advertising and site analytics services	Persistent	3 months
			pxcelBcnLcy	Facilitates the sharing function on the website. The cookie also allows websites to track and target the user with advertisement based on the user's likes and shares.	Session	Session

Google Ads Conversion Tracking	Google	Third Party	test_cookie	Set as a test to check whether the browser allows cookies to be set. Does not contain any identification features.	Session	15 minutes
			IDE	Contains a randomly generated user ID. Using this ID, Google can recognize the user across different websites across domains and display personalized advertising.	Persistent	1 year
			_gcl_aw	This cookie is set when a user clicks on a Google ad to reach the website. It contains information about which ad was clicked, so that successes achieved, such as orders or contact requests, can be assigned to the ad.	Persistent	2 months, 29 days
			_gcl_dc_	This cookie is set when a user clicks on a Google ad to reach the website. It contains information about which ad was clicked, so that successes achieved, such as orders or contact requests, can be assigned to the ad.	Persistent	2 months, 29 days
DoubleClick Ad	Google	Third Party	test_cookie	Test for cookie setting permissions in user's browser	Persistent	1 day
			IDE	Contains a randomly generated user ID. Using this ID, Google can recognize the user across different websites across domains and display personalized advertising.	Persistent	1 year
BIDSWITCH	BIDSWITCH	Third Party	tuuid, tuuid_lu	These cookies store a unique ID for the purpose of the determining what adverts the users have seen if you have visited any of the advertisers website. The information is used for determining when and how often users will see a certain banner.	Persistent	1 year
Teads	Teads	Third Party	tt_viewer	This is used to track the number of visitors coming to the website through Teads display ads.	Persistent	1 year
			tt_ex_a_X, tt_ex_i_X, tt_in_a_X, tt_in_i_X	Enables the display of specific advertisements associated with the ID of the cookie.	Persistent	1 year
			tt_exelate, tt_bluekai	This is used to throttle requests.	Persistent	1 day

			tt_cX, tt_iX, tt_target	This is used to track the usage behavior of a user on the Internet via a cookie ID for the display of interest-related advertising.	Persistent	1 day
			teadsCappingX, tt_capping_X	This is used for frequency capping, in order to control how often an ad will be shown.	Persistent	1 year
Improve Digital International	Improve Digital International	Third Party	tuuid, um, umeh, lc7d, lcrl5m, lcrl9h, tuuid_lu	This cookie enables bidding processes by advertising providers for advertising plays.	Persistent	3 months
			fh	This cookie measures advertising material contacts for reporting actions.	Persistent	3 months
			ih, sh	This serves as a frequency cap to control how often advertisements are shown.	Persistent	3 months
			ad	This measures advertising material contacts for reporting purposes.	Persistent	3 months
			pxl	This is used to divide / segment users into groups.	Persistent	3 months
Criteo	Criteo	Third Party	r.ack	This is used for identification on Safari.	Persistent	1 hour
			ASP.NET_Sessionid	The session ID is used to uniquely identify a browser on the server.	Session	Session
			uid	This is used to identify users for remarketing purposes.	Persistent	1 year
			optout	This cookie allows Criteo to identify the disabled users.	Persistent	5 years
			uic	Its is used to identify the context of the user, e.g. in which stage of the buying process the user is.	Persistent	6 months

evt	This cookie contains the information about the last visited page on the customer's website.	Persistent	6 months
udc	This is used for dynamic inventory selection.	Persistent	6 months
acdc	This is used to collect data on whether the user accessed the website from a mobile or stationary device.	Persistent	6 months
zdi	This is used to capture how often a user triggers a passback on a publisher's zone.	Persistent	6 months
eid	This cookie contains the user ID of publishers/marketers.	Persistent	6 months
cto_tld_test	This is used to identify the visitor across visits and devices. This allows the website to present relevant advertising to the visitor.	Persistent	1 day
cto_bundle	This is used to present relevant content and advertising to the visitor.	Persistent	1 day
criteo_write_test	This is used to help third-party advertisers provide personalized content and advertising while users are browsing other websites.	Session	Session
opt	This cookie contains the information whether a user has unsubscribed from the service or from one of the marketers within the network.	Persistent	1 year
cto_lwid	This cookie creates an alternative unique Criteo user ID per user and partner, which is used for tracking solutions.	Persistent	1 year, 1 month
cto.idcpy	This cookie is used to create a User-ID.	Persistent	1 year, 1 month
cto_clc	This cookie helps Criteo to better manage the tracking solution.	Persistent	1 day

			cto_axid	This cookie is created only when the user graph is enabled for the client and supports Criteo's tracking solution.	Persistent	1 year, 25 days
			cto_pxsig	This cookie is created only when the user graph is enabled for the client and supports Criteo's tracking solution.	Persistent	1 hour
			cto_idfs, cto_sid	This is used to present relevant content and advertising to the visitor.	Persistent	1 year, 1 month
Youtube Video	Youtube	Third Party	YEC	This is used to store the user's video player preferences using embedded YouTube video.	Persistent	1 year, 1 month
			CONSENT	This is used to detect if the visitor has accepted the marketing category in the cookie banner.	Persistent	2 years
			DEVICE_INFO	This is used to track user's interaction with embedded content.	Persistent	5 months, 26 days
			remote_sid	This is used for the implementation and functionality of YouTube video content on the website.	Session	Session
			test_cookie	This is a test for cookie setting permissions in user's browser.	Persistent	1 day
			VISITOR_INFO1_LIVE	This is used to measure the users bandwidth to determine whether they get the new or old player interface.	Persistent	6 months
			YSC	This is set by the YouTube video service on pages with embedded YouTube videos.	Session	Session
			PREF	This is used to store information such as your preferred page configuration and playback settings such as explicit autoplay options, random mix, and player size.	Persistent	8 months
			pm_sess	This is used to maintain your browsing session.	Persistent	30 minutes
			CGIC	This is used to provide search results by auto-completing search queries based on a user's initial input.	Persistent	6 months
			UULE	This is used to determine the users geographic location.	Persistent	6 hours

			_Secure-YEC	This is used to store the user's video player preferences using embedded YouTube videos.	Persistent	1 year, 1 month
Amazon advertising	Amazon	Third Party	ad-id	This is used to register the actions of the user and target content based on the clicked advertisements on different websites.	Persistent	6 months, 18 days
			ad-privacy	This is used to register the actions of the user and target content on the website based on the clicked advertisements on different websites.	Persistent	5 years
Flashtalking	Flashtalking	Third Party	flashtalkingad1	Used to control the frequency of ad insertion per device (web browser / unique device), control the sequence of the devices that have had previous contact with the campaign or the advertiser's website, and to measure the success of the advertising customer's website, as well as measuring the success of the campaign.	Persistent	2 years

Other technology details

Source	Provider	Party Type	Technology Name	Purpose	Technology Type	Expiration
Youtube Video	Youtube	Third Party	__sak	This is used to store information about the visitor's video preferences.	JavaScript	Session
			LAST_RESULT_ENTRY_KEY	This is used to save the user settings when retrieving a Youtube video integrated on other web pages.	JavaScript	Session
			yt-player-bandaidthost, yt-player-bandwidth, yt-player-headers-readable	This is used to determine the optimal video quality based on the visitor's device and network settings.	JavaScript	Session
			yt-remote-cast-installed, yt-remote-connected-devices, yt-remote-device-id, yt-remote-fast-check-period, yt-remote-session-app, yt-remote-session-name	This is used to store the user's video player preferences using embedded YouTube video.	JavaScript	Session

Please note, our advertisers may also use cookies, over which we have no control. You can block cookies by activating the setting on your browser which allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies as soon you visit our website.

4. How do you agree to the use of cookies?

By clicking the 'I agree' button in our cookie message which displays at the top of your browser window when you visit our website, you agree to the use of our cookies. A link is also present to this cookie policy regarding cookie usage in the message.

5. How do you remove or disable cookies?

If you do not wish to accept cookies on your device you can remove or disable them by adjusting the settings in your browser. However, this will affect the functionality of our website thus affecting your online experience.

6. How do you manage cookies?

You can find instructions on how to manage your cookies (enable/disable them) in your desktop browsers via the following links; [Internet Explorer](#), [Google Chrome](#), [Mozilla Firefox](#) and [Safari](#). More information on controlling or deleting cookies is available at www.AboutCookies.org. Cookies on mobile and tablet devices can be managed via the device's settings app.