

ANNEX 4 – COOKIES LIST

Cookie Name	Purpose of the cookie	Data collected	How this data is shared	Duration of cookie	Cookie provider Privacy Policy
AddThis	AddThis is a social infrastructure and data platform. It allows us to create easy ways for users to share content and enjoy more personal experiences across our website	Anonymous: Analytics, Browser Information, Cookie Data, Date/Time, Demographic Data, Page Views Pseudonymous: Search History Personal Data: Name, Address, Phone Number, Email Address, IP Address	Aggregate and anonymous data is shared with 3rd parties including third party service providers and third-party partners such as marketers, integration partners, pixel partners and resellers.	1 Year	http://www.addthis.com/privacy/privacy-policy
AdRoll	AdRoll enables us to personalise advertising campaigns based on your internet browsing history and the activities you carry out when you visit our website.	Anonymous: Ad Views, Analytics, Browser Information, Cookie Data, Date/Time, Demographic Data, Interaction Data, Page Views Personal Data Name, Email Address, IP Address, Unique Device ID	Aggregate data is shared with 3rd parties. Anonymous data is shared with 3rd parties. Personal data is shared with 3rd parties.	1 Year	https://www.adroll.com/about/privacy
AdRoll Pixel	AdRoll Pixel enables us to personalise advertising campaigns based on your internet browsing history and the activities you carry out when you visit our website.	Anonymous: Ad Views, Analytics, Browser Information, Cookie Data, Date/Time, Demographic Data, Interaction Data, Page Views Personal Data Name, Email Address, IP Address, Unique Device ID	Aggregate data is shared with 3rd parties. Anonymous data is shared with 3rd parties. Personal data is shared with 3rd parties.	1 Year	https://www.adroll.com/about/privacy
AdRoll Roundtrip	AdRoll enables us to personalise ad campaigns based on your internet browsing history. In particular we use this cookie to remind you to return to sites you have already visited and may wish to return to.	Anonymous: Ad Views, Analytics, Browser Information, Cookie Data, Date/Time, Demographic Data, Interaction Data, Page Views Personal Data	Aggregate data is shared with 3rd parties. Anonymous data is shared with 3rd parties. Personal data is shared with 3rd parties.	1 Year	https://www.adroll.com/about/privacy

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		Name, Email Address, IP Address, Unique Device ID			
AppNexus	This cookie contains a unique randomly-generated value that enables AppNexus to distinguish browsers and devices. It is matched against information – such as advertising interest segments and histories of ads shown in your browser or on your device – provided by us or other third parties and stored on the AppNexus technology platform. This information is used to select advertisements for delivery by AppNexus, and to measure the performance of, and attribute payment for, those advertisements. In addition, this cookie is sometimes matched to other cookies that contain non-personally identifying information.	<p>Anonymous: Analytics, Browser Information, Cookie Data, Demographic Data, Hardware/Software Type, Interaction Data, Page Views</p> <p>Pseudonymous: Clickstream Data</p> <p>Personal Data: IP Address, Location Based Data, Device ID</p>	<p>Aggregate data is shared with 3rd parties.</p> <p>Anonymous data is shared with 3rd parties.</p>	4-5 Years	https://www.appnexus.com/en/company/platform-privacy-policy
DoubleClick	This cookie enables us to create, transact and manage digital advertising. DoubleClick is operated by Google.	<p>Anonymous: Ad Views, Analytics, Browser Information, Cookie Data, Date/Time, Demographic Data, Hardware/Software Type, Internet Service Provider, Interaction Data, Page Views , Serving Domains</p> <p>Pseudonymous: Search History,</p> <p>Personal Data Name, Address, Phone Number, Email Address, Login, IP Address, Unique Device ID, Location Based Data</p>	<p>Aggregate data is shared with 3rd parties.</p> <p>Anonymous data is shared with 3rd parties.</p> <p>Personal data is shared with 3rd parties.</p> <p>Sensitive data is shared with 3rd parties.</p>	5 years	http://www.google.com/intl/en/policies/privacy/
DoubleClick Spotlight	This cookie enables us to create, transact and manage digital	Anonymous:	Aggregate data is shared with 3rd parties.	2 years	http://www.google.com/intl/en/policies/privacy/

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	advertising. DoubleClick is operated by Google.	Ad Views, Analytics, Browser Information, Cookie Data, Date/Time, Demographic Data, Hardware/Software Type, Internet Service Provider, Interaction Data, Page Views, Serving Domains Pseudonymous: Search History, Personal Data Name, Address, Phone Number, Email Address, Login, IP Address, Unique Device ID, Location Based Data	Anonymous data is shared with 3rd parties. Personal data is shared with 3rd parties. Sensitive data is shared with 3rd parties.		
Google Adwords User Lists	This cookie enables us to create, transact and manage digital advertising.	Anonymous: Ad Views, Analytics, Browser Information, Cookie Data, Date/Time, Demographic Data, Hardware/Software Type, Internet Service Provider, Interaction Data, Page Views, Serving Domains Pseudonymous Search History, Personal Data: Name, Address, Phone Number, Email Address, Login, IP Address, Location Based Data, Unique Device ID	Aggregate data is shared with 3rd parties. Anonymous data is shared with 3rd parties. Personal data is shared with 3rd parties. Sensitive data is shared with 3rd parties.	2years	http://www.google.com/intl/en/policies/privacy/
Google Analytics	Google Analytics is a web analytics service provided by Google, Inc. Google Analytics uses cookies to help us analyse how visitors use our site. Google will use this information for the purpose of assessing your use of the website, compiling reports on website activity for us and providing other services to us relating to website activity and internet usage.	Anonymous: Ad Views, Analytics, Browser Information, Cookie Data, Date/Time, Demographic Data, Hardware/Software Type, Internet Service Provider, Interaction Data, Page Views, Serving Domains Personal Data: IP Address, Search History, Location Based Data, Device ID,	Aggregate data is shared with 3rd parties. Anonymous data is shared with 3rd parties. Personal data is shared with 3rd parties.	This is a persistent cookie that expires in 2 years. With each new visit, the expiry date is refreshed back to 2 years.	http://www.google.com/intl/en/policies/privacy/

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		Name, Address, Phone Number, Email Address, Login, IP Address, Unique Device ID			
GA Audiences	Google Audiences helps us to organise and analyse your data. The cookies help us to understand more about the type of people who visit our website and the optimal frequency with which to send advertising messages to our Website Users.	<p>Anonymous:</p> <p>Ad Views, Analytics, Browser Information, Cookie Data, Date/Time, Demographic Data, Hardware/Software Type, Internet Service Provider, Interaction Data, Page Views, Serving Domains</p> <p>Personal Data:</p> <p>IP Address, Search History, Location Based Data, Device ID, Name, Address, Phone Number, Email Address, Login, IP Address, Unique Device ID</p>	<p>Aggregate data is shared with 3rd parties.</p> <p>Anonymous data is shared with 3rd parties.</p> <p>Personal data is shared with 3rd parties.</p>	2 years	http://www.google.com/intl/en/policies/privacy/
Google Tag Manager	This cookie is associated with sites using Google Tag Manager to load other scripts and code into a page. The cookie helps us to classify information on our website and label it in a way which makes it easier to be found in future searches.	<p>Anonymous:</p> <p>Ad Views, Analytics, Browser Information, Cookie Data, Date/Time, Demographic Data, Hardware/Software Type, Internet Service Provider, Interaction Data, Page Views, Serving Domains</p> <p>Personal Data:</p> <p>IP Address, Search History, Location Based Data, Device ID, Name, Address, Phone Number, Email Address, Login, IP Address, Unique Device ID</p>	<p>Aggregate data is shared with 3rd parties.</p> <p>Anonymous data is shared with 3rd parties.</p> <p>Personal data is shared with 3rd parties.</p>	The length of the browsing session	http://www.google.com/intl/en/policies/privacy/
Google Dynamic Remarketing	This cookie enables us to create, transact and manage digital advertising.	<p>Anonymous:</p> <p>Ad Views, Analytics, Browser Information, Cookie Data, Date/Time, Demographic Data, Hardware/Software Type, Internet Service Provider, Interaction Data, Page Views, Serving</p>	<p>Aggregate data is shared with 3rd parties.</p> <p>Anonymous data is shared with 3rd parties.</p>	2 Years	http://www.google.com/intl/en/policies/privacy/

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		<p>Domains</p> <p>Pseudonymous: Search History</p> <p>Personal Data Name, Address, Phone Number, Email Address, Login, IP Address, Location Based Data, Unique Device ID</p>	<p>Personal data is shared with 3rd parties.</p> <p>Sensitive data is shared with 3rd parties.</p>		
Google Adwords Conversion	This cookie enables us to create, transact and manage digital advertising.	<p>Anonymous:</p> <p>Ad Views, Analytics, Browser Information, Cookie Data, Date/Time, Demographic Data, Hardware/Software Type, Internet Service Provider, Interaction Data, Page Views, Serving Domains</p> <p>Pseudonymous: Search History,</p> <p>Personal Data Name, Address, Phone Number, Email Address, Login, IP Address, Location Based Data, Unique Device ID</p>	<p>Aggregate data is shared with 3rd parties.</p> <p>Anonymous data is shared with 3rd parties.</p> <p>Personal data is shared with 3rd parties.</p> <p>Sensitive data is shared with 3rd parties.</p>	2 Years	http://www.google.com/intl/en/policies/privacy/
Facebook Connect	Facebook Connect is a single sign-on application which allows you to login to and interact with our website through your Facebook account to avoid having to take the basic registration steps on our website. We do not currently offer this feature on Hays.co.uk but we may use the cookie to do so in the future.	<p>Anonymous:</p> <p>Ad Views, Analytics, Browser Information, Cookie Data, Date/Time, Demographic Data, Hardware/Software Type, Internet Service Provider, Interaction Data, Page Views, Serving Domains, Details Undisclosed</p> <p>Personal Data:</p> <p>IP Address, Location Based Data, Clickstream Data, Device ID Name, Address, Phone Number, Email Address, Login, IP Address, Unique Device ID)</p> <p>Sensitive (Financial Information)</p>	<p>Anonymous data is shared with advertising, measurement and analytics services and service providers (e.g. partners who provide technical and infrastructure services and analytics services).</p>	3 Months	https://www.facebook.com/about/privacy/

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Facebook Custom Audience	This cookie enables us to create custom lists of existing customers. We can then send relevant advertising to the customers on different lists depending on the specific interests of the custom audience on each list.	<p>Anonymous:</p> <p>Ad Views, Analytics, Browser Information, Cookie Data, Date/Time, Demographic Data, Hardware/Software Type, Internet Service Provider, Interaction Data, Page Views, Serving Domains</p> <p>Personal Data</p> <p>Name, Address, Phone Number, Email Address, Location Based Data Device ID</p> <p>Sensitive (Financial Information)</p>	Anonymous and aggregated data is shared with advertising, measurement and analytics services and to vendors, service providers and partners who support Facebook's business (e.g. by providing technical infrastructure services, analysing how ads are used, measuring the effectiveness of ads and services, providing customer service, facilitating payments or conducting academic research and surveys).	Not disclosed by the cookie provider	https://www.facebook.com/full_data_use_policy
Marketo	These cookies allow our website to link visitor behaviour to the recipient of an email marketing campaign, to measure campaign effectiveness.	<p>Anonymous:</p> <p>Analytics, Browser Information, Cookie Data, Date/Time, Demographic Data, Interaction Data, Page Views</p> <p>Personal Data:</p> <p>IP Address, Name, Address, Phone Number, Email Address, Login</p>	Aggregate data is shared with 3rd parties.	2 Years	http://legal.marketo.com/privacy/
Optimizely	<p>These cookies allow us to remember users' settings as well as for authentication and analytics and for advertising purposes.</p> <p>We use Optimizely to run A/B tests on our websites. This allows us to try out new pages and functionality on our websites but only show these new elements to a percentage of our visitors. We can then compare engagement and conversion rates on these new elements against the existing websites to establish which performs best. We will then</p>	<p>Anonymous:</p> <p>Analytics, Browser Information, Cookie Data, Demographic Data, Interaction Data, Page Views, Serving Domains</p> <p>Personal Data:</p> <p>IP Address, Name, Phone Number, Email Address, IP Address</p>	<p>Aggregate data is shared with 3rd parties.</p> <p>Anonymous data is shared with 3rd parties.</p> <p>Personal data is shared with 3rd parties.</p>	10 Years	https://www.optimizely.com/privacy/

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	implement the best version, i.e. keep the existing website if it performed better, or rollout the new one if that had the better outcome.				
Optimizely Geographical Targeting	<p>Optimizely uses persistent visitor-level cookies and local storage to uniquely identify visitors, track their actions, and deliver consistent experiences across page loads. It sets a number of cookies, each storing a different set of data.</p> <p>We use Optimizely to run A/B tests on our websites. This allows us to try out new pages and functionality on our websites but only show these new elements to a percentage of our visitors. We can then compare engagement and conversion rates on these new elements against the existing websites to establish which performs best. We will then implement the best version, i.e. keep the existing website if it performed better, or rollout the new one if that had the better outcome.</p>	<p>Anonymous: Analytics, Browser Information, Cookie Data, Demographic Data, Interaction Data, Page Views, Serving Domains</p> <p>Personal Data: IP Address, Name, Phone Number, Email Address, IP Address</p>	<p>Aggregate data is shared with 3rd parties.</p> <p>Anonymous data is shared with 3rd parties.</p> <p>Personal data is shared with 3rd parties.</p>	10 Years	https://www.optimizely.com/privacy/
Optimizely Logging	<p>Optimizely uses persistent visitor-level cookies and local storage to uniquely identify visitors, track their actions, and deliver consistent experiences across page loads. It sets a number of cookies, each storing a different set of data.</p> <p>We use Optimizely to run A/B tests on our websites. This allows us to try out new pages and functionality on our websites but only show these new elements to a percentage of our visitors. We can then compare</p>	<p>Anonymous: Analytics, Browser Information, Cookie Data, Demographic Data, Interaction Data, Page Views, Serving Domains</p> <p>Personal Data: IP Address, Name, Phone Number, Email Address, IP Address</p>	<p>Aggregate data is shared with 3rd parties.</p> <p>Anonymous data is shared with 3rd parties.</p> <p>Personal data is shared with 3rd parties.</p>	10 Years	https://www.optimizely.com/privacy/

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	engagement and conversion rates on these new elements against the existing websites to establish which performs best. We will then implement the best version, i.e. keep the existing website if it performed better, or rollout the new one if that had the better outcome.				
Sizmek	These cookies allow us to provide you with a more tailored online advertising experience. They also allow us to monitor the success of and manage advertising campaigns and present you with advertisements that are more likely to be interesting and relevant to you. The cookies enable us to determine if we have already served an ad to a specific user and to cap the frequency that they are presented to the same user.	<p>Anonymous: Browser Information, Date/Time, Demographic Data, Hardware/Software Type, Page Views</p> <p>Personal Data: IP Address, Location Based Data</p>	<p>Anonymous data is shared with 3rd parties.</p> <p>Personal data is shared with 3rd parties.</p>	Up to 90 days from the last user interaction.	http://www.sizmek.com/privacy-policy/
Taboola	<p>These cookies allow us gather information about your operating system, the webpages accessed within our website, the website that led you to our website, the dates and times you accessed our website or platform, event information (for example, system crash) and general local information (for example, city). The following categories of cookies may be used:</p> <ul style="list-style-type: none"> • Strictly necessary cookies • Functionality cookies • Performance (analytic) cookies • Advertising (targeting) cookies. 	<p>Anonymous: Ad Views, Analytics, Cookie Data, Date/Time, Demographic Data, Hardware/Software Type, Page Views</p> <p>Personal Data: IP Address, Location Based Data, Device ID, Name, Address, Phone Number, Email Address, Login, IP Address, Unique Device ID</p> <p>Sensitive (Financial Information)</p>	Personal data is shared with 3rd parties.	1 Year	https://www.taboola.com/privacy-policy/

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Crazy Egg	<p>We use Crazy Egg's Analysis Service to obtain information about how you interact with our website.</p> <p>This cookie helps us to see what people are doing on our website, such as showing us where people are clicking (and where they aren't). Or how many people scroll down our pages (and where most people stop). Also, it allows us to see where those people are coming from to begin with, and who clicks on what the most.</p>	<p>Anonymous: Analytics, Browser Information, Cookie Data, Date/Time, Demographic Data, Hardware/Software Type, Internet Service Provider, Interaction Data, Page Views</p> <p>Personal Data: IP Address, Location Based Data, Clickstream Data, Device ID, Name, Address, Phone Number, Email Address, Login, IP Address, Unique Device ID</p> <p>Sensitive (Financial Information)</p>	Personal data is shared with 3rd parties.	5 Years	https://www.crazyegg.com/privacy
Hotjar	<p>We use the following services provided by Hotjar Ltd: Heatmaps, Visitor recordings, Funnels and Form Analysis, Feedback Polls and Surveys and Recruiters. Heatmaps show anonymously where users click on a webpage, with red showing the "hottest" areas. Visitor recordings show users actually using the website, collating where the user moves and clicks the mouse. Any personal information is anonymised. Funnels can be used to see where we lost most of our visitors. Forms allow us to analyse exactly where on a form, e.g. on which field, users are stopping and no longer filling in the information. It helps to identify fields that are confusing or causing concern to visitors. Incoming feedback allows us to capture live feedback from users about the website. Feedback polls and surveys give us the facility to create pop-up polls and surveys on different webpages. We can create a</p>	<p>Anonymous: Analytics, Browser Information, Cookie Data, Date/Time, Demographic Data, Hardware/Software Type, Internet Service Provider, Interaction Data, Page Views, Serving Domains</p> <p>Personal Data: IP Address, Location Based Data, Clickstream Data, Device ID, IP Address, Unique Device ID</p>	Not disclosed by the cookie provider	1 Month	http://www.hotjar.com/privacy

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	<p>set of questions and give users a selection of pre-created answers or a free text box. Recruiters allows us to ask our visitors for their help directly on our pages. We can invite them to a live user test via screen sharing (e.g. via Skype) to truly see how they use our pages and what they are thinking. The information generated by the tracking code and cookie about your use of the website will be transmitted to and stored by Hotjar on servers in Ireland.</p> <p>Hotjar uses this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and showing website operators how users are using the website and what feedback they have. Hotjar uses a variety of services hosted by third parties, such as Google Analytics and Optimizely. These services will collect information sent by your browser as part of a web page request, such as cookies or your IP request. For information on how Google Analytics and Optimizely collect and use your information, please refer to their privacy policies which are located here and here respectively. The cookies used by Hotjar have differing durations: some are 365 days, some persist for the session only.</p> <p>You can click here to opt out, if you decide that Hotjar's services (as described above) are not for you: https://www.hotjar.com/opt-out.</p>				

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	This cookie is also set when you minimise a Recruit User Testers widget. It is used to ensure that the widget stays minimised when you navigate through our site.				