

Cookie Policy on digi.uk

What are Cookies and Why Do We Use Them?

Cookies are small text files placed on your computer or mobile device when you visit our website. First-party cookies are set by the domains you are visiting at that time. Third-party cookies are set by different domains than the website pages you are visiting, such as cookies set by services used by the website. The information collected by cookies doesn't store your name, details entered into forms, or other personal information of that nature. However, it does contain a unique ID to distinguish one visitor from another, which makes this ID personal data.

Cookies are used for a variety of purposes. Firstly, they are often essential for the proper functioning of the website. For example, without cookies, it would be difficult for the website to remember that you are logged in or which products you have added to your shopping basket. These are known as essential cookies, and they are activated automatically without requiring your consent. We also include cookies placed to show you non-personalised advertising (those that simply remember that an advert has been displayed) and those that measure our website audience (excluding demographic or audience segmentation data), as measuring traffic is essential for our website to be sustainable, and privacy regulations aren't intended to block advertising.

Analytics cookies gather information about how visitors use a website, such as which pages are most popular, which navigation methods are most effective, and whether users encounter error messages. These cookies allow us to provide users with a high-quality browsing experience and help us to improve the functionality of our website. They also contribute to audience demographic segmentation, which may be used for ad personalisation if that purpose is permitted.

Thirdly, when we integrate social media plugins into our site, these place social media cookies to enable content playback (e.g., YouTube, SoundCloud), allow you to log in using a third-party service (e.g., Facebook or Google), and allow you to like or share a page or product on your preferred social media platform.

A fourth important reason we use cookies is to enable online advertising personalisation. Advertising personalisation is the way the online industry currently operates, allowing websites to avoid charging visitors and instead funding themselves through advertising. Brands advertising are interested in reaching audiences relevant to their products and services, meaning specific visitor categories are selected to display those particular ads. Generally, these brands do not process personal data when making these selections, but the profile created about visitors is based on data collected through advertising profiling cookies. When we use the Google Ads Remarketing service (as described in the Profiling of Our Users via Google Ads Remarketing section above), Google acts as an independent data processor on our behalf. Similarly, when we use the Facebook Pixel service (as described in the Profiling

of Our Users via Facebook Pixel section above), Facebook acts as an independent data processor on our behalf regarding the data processed. You can opt out of being profiled by Google for advertising purposes by visiting:

<https://www.google.com/settings/ads> or <https://tools.google.com/dlpage/gaoptout/>.

What cookies do we use?

The cookies placed when you access our website are as follows:

NECESSARY COOKIES/NECESSARY TECHNOLOGIES

These data are necessary for the functioning of the website, for example to remember your login details, to be able to use the shopping cart, for faster loading or to render content at the appropriate resolution and to count visits. Through these cookies we try to offer you a seamless and completely secure experience.

1.1 Necessary/Functional Cookies			
Family	Cookie Name	Purpose	Lifespan
Digi	cmp_level	Used to retain the option from the cookie warning popup.	1 year
	__Host-authjs.csrf-token	Ensures visitor browsing-security by preventing cross-site request forgery. This cookie is essential for the security of the website and visitors	Browser session
	__Secure-authjs.callback-url	Used in order to detect spam and improve the website's security.	Browser session
	__Secure-authjs.session-token	It ensures secure handling of session tokens, which are essential for maintaining authenticated user sessions	One day
	lang	Used to store the site's language preference	
Google	HSID	Set by DoubleClick (owned by Google) for security measures.	2 years
	AEC	Used to detect spam, fraud, and abuse.	6 months
	_GRECAPTCHA	Used to protect against spam.	6 months

ANALYSIS COOKIES

These cookies collect data in a way that does not directly identify any visitor/user. They are very useful for getting an idea of the audience and the quality of traffic on the website and help us understand what and where we need to improve so that your experience is better in the future. They allow us to learn about the increase in the popularity of a particular browser type or page, thus knowing how to invest time in these areas to the detriment of other initiatives that are less relevant to you.

- Site traffic analysis: how many visitors, from which geographical area, on which terminal, with which browser, etc., visit us - A/B testing to optimize the site layout - Analysis of the period of time spent by each visitor on our web pages - Requesting feedback on certain parts of the site

1.2 Traffic Analysis Cookies			
Family	Cookie Name	Cookie Purpose	Lifetime
Google See <u>privacy policy</u>	_ga	Allows the service to distinguish one visitor from another.	2 years
	_gid	Helps identify the user and count website visitors.	24 hours
	_gat	Used by Google to distinguish users and reduce the request rate.	1 minute
	AMP_TOKEN	Monitors the number of sessions for analytical purposes (to avoid double counting).	Up to 1 year
	gac<property-id>	Measures user activity and ad campaign performance.	90 days
	__utm	Used to store and track website visits.	2 years
	__utma	Used to determine unique visitors to the website.	2 years
	__utmb	Used to determine new sessions/visits to the website.	30 minutes
	__utmc	Used to store the time of the visit.	Session
	__utmz	Used to store keywords used and search engine.	6 months
	__utmv	Used to store custom variable data at the visitor level.	2 years
	campaign	This cookie is used to store campaign information about how the user arrived during the session.	1 year
	_ga_RZQ5VET3PG	Helps Google Analytics 4 track user interactions, store, and count sessions.	2 years
	S	Used by Google to ensure security and user session authentication.	Session
	NID	Used to remember preferences and other information, including enabling SafeSearch.	6 months
	_gcl_au	Used to experiment with ad efficiency on websites.	90 days
	SAPISID	Allows Google to collect information about users for YouTube-hosted videos.	13 months
__Secure-3PAPISID	Set by Google and used for targeting to create a profile of the visitor's interests for personalized ad display.	13 months	
__Secure-1PAPISID	Used for targeting to create a profile of	13 months	

		the visitor's interests for personalized Google ads.	
	__Secure-1PSID	Used for targeting to create a profile of the visitor's interests for personalized Google ads.	13 months
	__Secure-3PSID	Used to deliver more relevant ads based on your interests.	2 years
	__Secure-1PSIDCC	Set by Google to protect user data from unauthorized access and ensure user authentication.	1 year
	__Secure-3PSIDCC	Set by Google to protect user data from unauthorized access and ensure user authentication.	1 year
	SID	Google sets this cookie once you click on a YouTube video player to collect information about visitors.	2 years
	HSID	Set by DoubleClick (owned by Google) and used for security and user authentication purposes.	2 years
	APISID		13 months
	SSID	Used to customize your online advertising experience for YouTube-hosted videos.	2 years
	SIDCC	Set by Google after clicking on a YouTube video player. It is a security cookie protecting user data.	1 year
	1P_JAR	Sets a unique ID to remember preferences and other information, such as website statistics and conversion tracking.	30 days
	OTZ	Used to track website traffic information.	1 month
	AEC	Used to detect spam, fraud, and abuse.	6 months
	DV	This cookie is used to save user preferences.	1 year

THIRD PARTY COOKIES / SOCIAL MEDIA

Who doesn't like social media? Enabling them will allow you to view content taken from Facebook, Youtube or other such platforms, both photos and videos, as well as to use the Like or Share buttons and/or other content sharing functions for situations in which you decide to share it. For all these functionalities, we need your consent. We would appreciate it!

- Social media interactions (like & share) - Possibility to log in to your account using a third-party platform (Facebook, Google, etc.) - Playing content from third-party platforms (youtube, soundcloud, etc.)

1.3 Social Networks			
Family	Cookie Name	Purpose	Lifetime
YouTube	GED_PLAYLIST_ACTIVITY	Displaying YouTube content, advertising.	session
	APISID	Used to play embedded YouTube videos on the website.	13 months
	GEUP	Displaying YouTube content.	1 year
	HSID	Set by DoubleClick (owned by Google) and used for security measures. It is also used for user authentication, session preferences, building a profile of visitor interests, and displaying relevant ads on other websites.	2 years
	LOGIN_INFO	Displaying YouTube content.	2 years
	NID	Used to remember preferences and other information, such as activating Google's SafeSearch filter. It is used for security, analytics, functionality, advertising, and playing embedded YouTube videos.	6 months
	PREF	Marketing, used to store user preferences.	8 months
	SAPISID	Allows Google to collect information about users for videos hosted by YouTube.	13 months
	SID	Google may set this cookie once you click on the YouTube video player. Used to collect information about visitors for videos hosted by YouTube, deliver ads, and prevent fraud.	2 years
	SSID	Its key role is to personalize our online advertising experiences. Collects information about visitors for YouTube videos embedded with Google Maps.	2 years
	SIDCC	Google may set this cookie once you click on the YouTube video player. This is a security cookie that protects user data from unauthorized access.	1 year

	T9S2P.resume	Displaying YouTube content.	2 years
	VISITOR_INFO1_LIVE	Used to enable personalized recommendations on YouTube based on previous views and searches, as well as to detect and resolve issues with the service.	6 months
	YSC	Used to prevent spam, fraud, and abuse.	session
	dkv	Set by YouTube to provide ads more relevant to you and your interests. It is also used to limit how many times you see an ad and help measure the effectiveness of advertising campaigns.	1 year
	s_gl	Used to provide ads more relevant to you and your interests, as well as to help measure the effectiveness of advertising campaigns.	1 year
	wide	Displaying YouTube content.	2 years
Facebook	A11y	User identification, storing user preferences.	1 day to 5 years
	act	This cookie is used to distinguish between two sessions for the same user created at different times.	90 days
	csm	To ensure fraud prevention.	90 days
	P	Contains the user's chat status.	session
	S	This cookie is set by Google services when a user logs into their Google account. It protects user sessions from attacks and unauthorized access.	session
	presence	This presence cookie supports the use of Messenger chat windows.	up to 30 days
	x-referer	Used to store information about each page accessed.	session
	xs	Used to store a unique session ID. Shows session number and whether the user has enabled secure browsing.	90 days
	dpr	Used for user identification, storing user preferences. Helps provide an optimal experience for your device's screen.	7 days to 5 years
	datr	Used for security, ensures fraud prevention, contains the browser ID.	2 years

	fr	Encrypts browser ID and Facebook ID (used for security).	3 months
	c_user	Keeps you logged in as you navigate between Facebook pages. Stores the visitor's Facebook ID (for security and integrity).	1 year

PROFILING/MARKETING COOKIES

We are all different, fortunately. They help us infer and understand the interests and preferences of visitors, so that we can present and/or deliver differentiated and specific content to each one, both as advertising and native content of the website. Otherwise, without them activated, you will see generic information, which does not necessarily fall into your area of interests. We believe that a visitor is more satisfied if he receives something that he cares about and that is why we believe that an OK is welcome!

- Offering advertising on the site adapted to the conclusions we draw about you based on the history of your navigation on the site and, in some cases, based on the profile we create about you. We do this to keep the site profitable, so that we do not charge a fee to access the site from those who visit it. - Even if such cookies are not used, please note that you will still be shown advertisements on our site, but these will not be tailored to your interests. These advertisements may be tailored to the content of the page.

1.4 Advertising/Marketing Profiling Cookies			
Family	Cookie Name	Purpose	Lifetime
Facebook Pixelcode	A11y	User identification, storing user preferences.	1 day to 5 years
	act	This cookie is used to distinguish between two sessions for the same user created at different times.	90 days
	csm	To ensure fraud prevention.	90 days
	P	Contains the user's chat status.	session
	presence	This presence cookie supports the use of Messenger chat windows.	30 days
	S	This cookie is set by Google services when a user logs into their Google account. It protects user sessions from attacks and unauthorized access.	session
	x-referer	Used to store information about each page accessed.	session
	xs	Used to store a unique session ID; indicates if the user has enabled secure browsing.	90 days
	dpr	Used for user identification, storing user preferences. Helps provide an optimal experience for your device's	7 days to 5 years

		screen.	
	wd	Helps provide an optimal experience for your device's screen.	7 days
	cppo	This cookie is used by Facebook to track user behavior.	1 day
	sb	This cookie is used by Facebook to identify the browser used for user authentication.	2 years
	locale	This cookie contains the display location of the last logged-in user on the browser.	1 week
	usida	This cookie collects a combination of the user's browser and unique identifiers used to tailor advertising for users.	session
	datr	Used for security, ensures fraud prevention, contains the browser ID.	2 years
	fr	Encrypts browser ID and Facebook ID (used for security).	3 months
	c_user	Keeps you logged in as you navigate between Facebook pages. Stores the visitor's Facebook ID (for security and integrity).	1 year
Google DFP	__gads	To provide ad serving or redirection.	13 months
	_id	For ad serving.	2 years
	NID	Used to remember preferences and other information and whether you want to enable Google SafeSearch filter. It is used for security, analysis, functionality, and advertising. It is also used to play embedded YouTube videos on the site.	6 months
	SID	Google can set this cookie once you click on the YouTube video player. Used to collect information about visitors for YouTube-hosted videos, to provide ads, and to prevent fraud.	2 years
	ANID	Google uses these cookies to make ads more engaging for users.	24 months
	IDE	For ad serving or redirection.	2 years
	DSID	This cookie is set to note your specific user identity. Contains a unique encoded/encrypted ID.	2 years
	FLC	To show you more relevant ads.	10 seconds

AID	This cookie from Google Analytics links your activities on other devices you previously logged into using your Google account. Based on this, the ads you see on your devices are coordinated, and conversion events are measured.	18 months
TAID	Used to collect information about your visits to this site and other websites to provide ads about goods and services that interest you.	14 days to 2 years
exchange_uid	Used to show you more relevant ads.	2 years
uid	To store a unique user ID.	2 years
_ssum	This cookie stores a unique ID that identifies a returning user's device. The ID is used for targeted ads.	29 days
test_cookie	Used to check if the user's browser accepts cookies.	session
1P_JAR	This cookie sets a unique ID to remember your preferences and other information, such as site statistics and tracking conversion rates.	30 days
APISID	Used to play embedded YouTube videos on the website.	13 months
evid_0046	Tracking cookie.	540 days
evid_0046-synced	Tracking cookie.	1 day
campaign	This cookie is used to store information about the campaign through which the user arrived during the session.	1 year
_gcl_au	Used to experiment with the effectiveness of advertising on websites.	90 days
SAPISID	Allows Google to collect information about users for YouTube-hosted videos.	13 months
__Secure-3PAPISID	Set by Google and used for targeting to create a profile of the visitor's interests to display relevant and personalized ads.	13 months
__Secure-1PSID	Used for targeting to build a profile of website visitors' interests to display relevant and personalized Google ads.	13 months

	__Secure-1PAPISID	Used for targeting to build a profile of website visitors' interests to display relevant and personalized Google ads.	13 months
	__Secure-3PSIDCC	This cookie is set by Google and is used to protect user data from unauthorized access, ensuring user authentication, building a profile of website visitors' interests to display relevant and personalized ads through retargeting.	1 year
	__Secure-3PSID	These cookies are used to deliver ads that are more relevant to you and your interests.	2 years
	HSID	This cookie is set by DoubleClick (owned by Google) and is used for security measures. It is also used for user authentication, storing session preferences, building a profile of website visitors' interests, and displaying relevant ads on other sites.	2 years
	SSID	Its key role is to personalize our online advertising experiences. Collects information about visitors for YouTube-hosted videos on maps integrated with Google Maps.	2 years
	__Secure-1PSIDCC	This cookie is set by Google and is used to protect user data from unauthorized access, ensuring user authentication, building a profile of website visitors' interests to display relevant and personalized ads through retargeting.	1 year
	SIDCC	Google can set this cookie once you click on the YouTube video player. This is a security cookie that protects user data from unauthorized access.	1 year
	AEC	Used to detect spam, fraud, and abuse.	6 months
	DV	This cookie is used to save user preferences.	1 year
	ar_debug	This cookie is used by DoubleClick and Google Ad Services for debugging ads.	1 year

YouTube	SID	Google can set this cookie once you click on the YouTube video player. Used to collect information about visitors for YouTube-hosted videos, to provide ads, and to prevent fraud.	2 years
	HSID	This cookie is set by DoubleClick (owned by Google) and is used for security measures. It is also used for user authentication, storing session preferences, building a profile of website visitors' interests, and displaying relevant ads on other sites.	2 years
	SSID	Its key role is to personalize our online advertising experiences. Collects information about visitors for YouTube-hosted videos on maps integrated with Google Maps.	2 years
	SIDCC	Google can set this cookie once you click on the YouTube video player. This is a security cookie that protects user data from unauthorized access.	1 year
	APISID	Used to play embedded YouTube videos on the website.	13 months
	__Secure-1PSID	Used for targeting to build a profile of website visitors' interests to display relevant and personalized Google ads.	13 months
	__Secure-3PSID	These cookies are used to deliver ads that are more relevant to you and your interests.	2 years
	__Secure-1PAPISID	Used for targeting to build a profile of website visitors' interests to display relevant and personalized Google ads.	13 months
	__Secure-3PAPISID	Set by Google and used for targeting to create a profile of the visitor's interests to display relevant and personalized ads.	13 months
	__Secure-1PSIDCC	This cookie is set by Google and is used to protect user data from unauthorized access, ensuring user authentication, building a profile of website visitors' interests to display relevant and personalized ads	1 year

		through retargeting.	
	__Secure-3PSIDCC	This cookie is set by Google and is used to protect user data from unauthorized access, ensuring user authentication, building a profile of website visitors' interests to display relevant and personalized ads through retargeting.	1 year
	YSC	Used to prevent spam, fraud, and abuse.	session
	GPS	To store location data.	session
	VISITOR_INFO1_LIVE	Used to enable personalized recommendations on YouTube based on previous views and searches, and also to detect and resolve issues with the service.	6 months
	VISITOR_PRIVACY_METADATA	Used to display targeted ads to web visitors across a range of owned and other websites. Stores metadata regarding visitors' privacy.	179 days
	LOGIN_INFO	To display content from YouTube.	2 years
	PREF	Marketing, to store user preferences.	8 months
Bing	BFBUSR	Measures traffic from campaigns, clicks on banners, CTAs, and tracks the order flow. This cookie is used for ad tracking.	390 days
	SRCHUID	This cookie tracks interactions on the website after someone clicks on a Bing ad.	13 months
	SRCHD	This cookie is an analytics service that connects data from the Bing advertising network with actions performed on the website.	390 days
	MSPTC	This cookie allows serving relevant ads to visitors.	1 year
	OIDI	This cookie is used by the Bing advertising network for ad tracking purposes.	3 months
	SRCHHPGUSR	This cookie is an analytics service that connects data from the Bing advertising network with actions performed on the site.	390 days
	_RxBf	Measures traffic from campaigns, clicks on banners, CTAs, and tracks the order flow.	1 year

ACLUSR	This cookie allows us to serve relevant ads to visitors in the Microsoft Bing network.	390 days
BFB	This cookie helps us target and track the performance of advertising campaigns in the Bing advertising network.	390 days
OID	This cookie is used by the Bing advertising network for ad tracking purposes.	3 months
ACL	This cookie is used for ad tracking purposes.	3 months
OIDR	This cookie is used by the Bing advertising network for ad tracking purposes.	3 months
SRCHUSR	This cookie is an analytics service that connects data from the Bing advertising network with actions performed on the site.	390 days
MUID	This cookie is used for advertising, site analytics, and other operational purposes. It identifies unique web browsers visiting Microsoft websites.	1 year

Fiber One Ltd.