Hallmark Care Homes Cookie Policy

What are cookies?

Cookies are small data files that are saved onto the device you're using to access a website. They are created as soon as you load the website unless you have disabled cookies.

Why do we use cookies?

We use cookies to make our website run properly as well as to provide relevant advertising. We also use cookies for statistical purposes to analyse how our website is being used by visitors.

What cookies do we use?

We use 3 types of cookies on our website. These are HTTP cookies and pixel cookies.

HTTP cookies are cookies that are sent from a server to your web browser. They then are used to tell when you have accessed the same site again which allows you to stay logged in.

Pixel cookies are tags of code that are put into a website to allow the company to measure the effectiveness of their advertising.

The cookies we use have been arranged based on whether they are necessary, for statistical purposes or for marketing purposes. Each of these categories with the relevant cookies are found below.

Necessary cookies

These cookies are used to ensure our website is useable by providing basic functions like page navigation.

The following table provides detail of the necessary cookies we use, each of their purposes, their type, who provides them and how long we hold the data for.

Cookie name	Cookie type	Cookie provider	Cookie purpose	Retention time
BIGipServer#	HTTP	conv.indeed.com	Optimises response times on website.	Only during the session used.
JSESSIONID	HTTP	conv.indeed.com	Preserves user states across page requests.	Only during the session used.
CookieConsent	HTTP	hallmarkcarehomes.co.uk	Stores the users cookie	For one year after consent

			consent for the website.	has been given.
PHPSESSID	HTTP	hallmarkcarehomes.co.uk	Preserves user states across page requests.	Only during the session used.
language	HTTP	slideshare.net	Saves the user's preferred language on the website.	Only during the session used.

Statistical cookies

These cookies help us understand how our website visitors interact with our websites.

The following table provides detail of the statistical cookies we use, each of their purposes, their type, who provides them and how long we hold the data for.

Cookie name	Cookie type	Cookie provider	Cookie purpose	Retention time
__utma	HTTP	Google.com, Slideshare.net	Collects data on the number of times a user has visited the website as well as dates for the first and most recent visit. Used by Google Analytics.	2 years
__utmb	HTTP	Google.com, Slideshare.net	Registers a timestamp with the exact time of when the user accessed the website. Used by Google	Only during the session used.

				Analytics to calculate the duration of a website visit.	
__utmc	HTTP	Google.com, Slideshare.net	Registers a timestamp with the exact time of when the user leaves the website. Used by Google Analytics to calculate the duration of a website visit.	Only during the session used.
__utmt	HTTP	Google.com, Slideshare.net	Used to throttle the speed of requests to the server.	Only during the session used.
__utmz	HTTP	Google.com, Slideshare.net	Collects data on where the user came from, what search engine was used, what link was clicked and what search term was used. Used by Google Analytics.	6 months
__utm.gif	Pixel	Google-analytics.com	Google Analytics Tracking Code that logs details about the visitor's browser and computer.	Only during the session used.

_ceg.s	HTTP	Hallmarkcarehomes.co.uk	Used by the service Crazy Egg to register where the visitor clicks on the website. The cookie enables the service to recognize the visitor on returning visits.	3 months
_ceg.u	HTTP	Hallmarkcarehomes.co.uk	Used by the service Crazy Egg to register where the visitor clicks on the website. The cookie enables the service to recognize the visitor on returning visits.	3 months
_ga	HTTP	Hallmarkcarehomes.co.uk	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years
_gat	HTTP	Hallmarkcarehomes.co.uk	Used by Google Analytics to throttle request rate.	Only during the session used.
_gid	HTTP	Hallmarkcarehomes.co.uk	Registers a unique ID	Only during the

			that is used to generate statistical data on how the visitor uses the website.	session used.
_uv_id	HTTP	Slideshare.net	Collects data on the user's visits to the website, such as which pages have been read.	2 years
@@History/@@scroll|#	HTML	Slideshare.net, Twitter.com, Youtube.com		Persistent

Marketing cookies

These cookies are used to track visitors across websites which helps us display ads to you that are relevant and engaging.

The following table provides detail of the marketing cookies we use, each of their purposes, their type, who provides them and how long we hold the data for.

Cookie name	Cookie type	Cookie provider	Cookie purpose	Retention time
IDE	HTTP	Doubleclick.net	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an	1 year

			ad and to present targeted ads to the user.	
Test_cookie	HTTP	Doubleclick.net	Used to check if the user's browser supports cookies.	Only during the session used.
Fr	HTTP	Facebook.com	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months
Ads/ga-audiences	Pixel	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.	Only during the session used.
Bcookie	HTTP	Linkedin.com, Slideshare.net	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	2 years
Bscookie	HTTP	Linkedin.com	Used by the social networking service,	2 years

			LinkedIn, for tracking the use of embedded services.	
Lidc	HTTP	Linkedin.com	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	Only during the session used.
UID	HTTP	Scorecardresearch.com	Collects information of the user and his/her movement, such as timestamp for visits, most recently loaded pages and IP address. The data is used by the marketing research network, Scorecard Research, to analyse traffic patterns and carry out surveys to help their clients better understand the customer's preferences.	2 years
UIDR	HTTP	Scorecardresearch.com	Collects information of the user and his/her movement,	2 years

			such as timestamp for visits, most recently loaded pages and IP address. The data is used by the marketing research network, Scorecard Research, to analyse traffic patterns and carry out surveys to help their clients better understand the customer's preferences.	
GPS	HTTP	Youtube.com	Registers a unique ID on mobile devices to enable tracking based on geographical GPS location.	Only during the session used.
PREF	HTTP	Youtube.com	Registers a unique ID that is used by Google to keep statistics of how the visitor uses YouTube videos across different websites.	8 months
VISITOR_INFO1_LIVE	HTTP	Youtube.com	Tries to estimate the users' bandwidth on pages with	179 days

			integrated YouTube videos.	
YSC	HTTP	Youtube.com	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Only during the session used.
r/collect	Pixel	Doubleclick.net		Only during the session used.
Tr	Pixel	Facebook.com		Only during the session used.
Ads/user-lists/#	Pixel	Google.com		Only during the session used.
CONSENT	HTTP	Google.com		7143 days

Unclassified cookies

These cookies are those that we are still in the process of classifying, working with the providers of cookies to inform you of all the cookies our website uses.

As these are classified, they will be updated with the relevant information.

Cookie name	Cookie type	Cookie provider	Retention time
Ctkgen	HTTP	conv.indeed.com	Only during the session used.
INDEED_CSRF_TOKEN	HTTP	conv.indeed.com	Only during the session used.

Trk.cetrk.com/s	Pixel	s3.amazonaws.com	Only during the session used.
S	Pixel	gtrk.s3.amazonaws.com	Only during the session used.
U	Pixel	gtrk.s3.amazonaws.com	Only during the session used.
__smSmartbarShown	HTTP	hallmarkcarehomes.co.uk	30 years
__smToken	HTTP	hallmarkcarehomes.co.uk	1 year
__smVID	HTTP	hallmarkcarehomes.co.uk	29 days
CTK	HTTP	Indeed.com	17 years
images/1x1.gif	Pixel	public.slidesharecdn.com	Only during the session used.
SERVERID	HTTP	Slideshare.net	Only during the session used.
__smSessionId	HTTP	Sumo.com	Only during the session used.

Third Party Website Cookies

Links through our website will direct you to other websites such as Twitter. These websites have their own cookies and we cannot control the cookies they use when you visit their sites, even if you have been directed there through our website.

Controlling the Use of Cookies

Many cookies can be disabled through your web browsers settings. This varies between web browsers but can usually be found under the 'help' or 'tools' section of your browser.