Hallmark Care Homes
Cookie Policy

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1. What is a cookie?

A cookie is a small text file that is downloaded onto 'terminal equipment' (e.g., a computer or smartphone) when the user accesses a website. It allows the website to recognise that user's device and store some information about the user's preferences or past actions.

2. 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.

3. What cookies do we use?

We use 2 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 in sections 4, 5, 6 and 7, below.

4. 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	Type	Provider	Purpose	Retention period
BIGipServer#	HTTP	conv.indeed.com	Optimises response times on website.	Only used during the session.
JSESSIONID	HTTP	conv.indeed.com	Preserves user states across page requests.	Only used during the session.
Cookie consent	HTTP	Hallmarkcarehomes.co.uk	Stores the user's cookie	1 year after consent was given.

Cookie name	Type	Provider	Purpose	Retention period
			consent for the website.	
PHPSESSID	HTTP	Hallmarkcarehomes.co.uk	Preserves user states across page requests.	Only used during the session.
Language	HTTP	Slideshare.net	Saves the user's preferred language on the website.	Only used during the session.
pum-8727	HTTP	Hallmarkcarehomes.co.uk	Controlling the showing and hiding of a content popup on page enter	30 Days

5. 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	Type	Provider	Purpose	Retention period
_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	Only used during the session.

Cookie name	Type	Provider	Purpose	Retention period
			accessed the website. Used by Google 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 used during the session.
_utmt	HTTP	Google.com, Slideshare.net	Used to throttle the speed of requests to the server.	Only used during the session.
_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	Only used during the session.

Cookie name	Type	Provider	Purpose	Retention period
			visitor's browser and computer.	
_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
Trk.cetrk.com/s	Pixel	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.	Only used during the session.

Cookie name	Type	Provider	Purpose	Retention period
S	Pixel	gtrk.s3.amazonaws.com	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.	Only during the session used.
U	Pixel	gtrk.s3.amazonaws.com	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.	Only during the session used.
_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 used during the session.
_gid	HTTP	Hallmarkcarehomes.co.uk	Registers a unique ID that is used to generate	Only used during the session.

Cookie name	Type	Provider	Purpose	Retention period
			statistical data on how the visitor uses the website.	
_uv_id	HTTP	Slideshare.net	Collects data on the user's visits to the website, such as which pages have been read.	2 years
Ctkgen (same as CTK)	HTTP	conv.indeed.com	Used to track conversions made on the Indeed parts of the website.	Only during the session used.
images/1x1.gif	Pixel	public.slidesharecdn.com	Tracks the use of any slideshare elements on the site.	Only during the session used.

6. 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	Type	Provider	Purpose	Retention period
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 efficiency of an	1 year.

Cookie name	Type	Provider	Purpose	Retention period
			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 used during the session.
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 used during the session.
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, LinkedIn, for tracking the use of embedded services.	2 years

Cookie name	Type	Provider	Purpose	Retention period
Lidc	HTTP	Linkedin.com	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	Only used during the session.
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, such as timestamp for visits, most recently loaded pages and IP address. The data is used by the marketing	2 years

Cookie name	Type	Provider	Purpose	Retention period
			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 used during the session.
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 integrated YouTube videos.	179 days

Cookie name	Type	Provider	Purpose	Retention period
YSC	HTTP	Youtube.com	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Only used during the session.
r/collect	Pixel	Doubleclick.net	Sends ad placement and activity on the website	Only used during the session.
Ads/user-lists/#	Pixel	Google.com	Used within Google Ads to generate a list of visitors for remarketing campaigns	Only used during the session.
INDEED_CSRF_TOKEN	HTTP	conv.indeed.com	Adds security to Indeed submissions from the website.	Only during the session used.
_smSmartbarShown	HTTP	hallmarkcarehomes.co.uk	Cookie used within a third-party service called SUMO, to track whether a Smart Bar is shown	30 years
_smToken	HTTP	hallmarkcarehomes.co.uk	Cookie used within a third-party service called SUMO	1 year
_smVID	HTTP	hallmarkcarehomes.co.uk	Cookie used within a third-party service called SUMO containing a unique viewer/user ID.	29 days

7. Third party 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.

8. Controlling and managing 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.

You can find the most recent cookie management steps for your browser here: https://www.cookiesandyou.com/disable-cookies

9. The rights available to individuals in respect cookies

Our Data Protection Officer is Nick Banister-Dudley who can be contacted via the Central Support office, by phone on 01277 655655 or by email on dpo@hallmarkcarehomes.co.uk.

Information on your data rights can be found in our Individual Rights and Data Access procedure. A copy is available on our website here, or you can request a printed copy from your line manager. If you would like to exercise any of these rights, please contact the Data Protection Officer on dpo@hallmarkcarehomes.co.uk who will support you in this.