



GDS Cookie Policy

What is a Cookie?

A cookie is a small text file that stores a user's internet settings and is commonplace on most websites. When a device visits a website for the first time its browser will download cookies on to your device. If a device visits a website again the cookie will send information back to the website (1st Party) or the website from which it originates (3rd Party). This information will build a history, recording what parts of the website have been visited and alter the content for customer experience in some instances.

What Types of Cookies do/will we use?

Functional cookies – Used to enhance experience by recognising returning visitors and recalling the likes of accessibility preferences.

Performance Cookies – Cookies that send data from website usage back to the company whose site you are visiting. This data related to the performance of the website and its pages and features within.

Marketing/Advertising Cookies – Used as a method of reconnecting with those that visited our site through remarketing (I.e. display marketing). These cookies may affect what you see in the Google display advertising boxes and with their partners.

3rd Party Cookies – Cookies that are not owned by company to which the website visited belongs.

Cookies on the GDS website

GDS has the following cookies on its website; LS_CSRF_TOKEN, e3de1f7d42, sipartners-_zldp and sipartners-_zldt, uidp, svSession, hs, _gid, _gat, _ga and XSRF-TOKEN.

With except for uidp, _gid, _gat, _ga, LS_CSRF_TOKEN, e3de1f7d42, sipartners-_zldp and sipartners-_zldt the mentioned cookies are used to ensure the website functions properly ('strictly necessary' cookies, for which permission is not required) and are all session cookies (deleted after closing the browser). The above-mentioned cookies are 3rd party cookies hosted on site and used to improve SEO through information passed back to us (performance cookies).



Further 3rd party cookies might appear on site, but they will be for in house use only and will serve to provide analytical feedback from the site, enhancing visitor experience in the process whilst keeping visitors anonymous.

GDS does not currently use marketing cookies in order to deliver display marketing. However, these cookies in future use will enable us to send adverts to those who find them relevant and interesting.

For details on how to edit how your browser interacts with cookies please refer to the relevant help page ([Google Chrome](#), [Internet Explorer](#) and [Mozilla Firefox](#))

If you have any queries regarding our cookie policy, please email your concerns for the attention of the Data Controller at datacontroller@gds.uk.com