

Walkers' cookies policy

What is a cookie?

Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognises that cookie. Cookies are useful because they allow a website to recognise a user's device.

You can find more information about cookies at:

www.allaboutcookies.org
www.youronlinechoices.eu

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improve the user experience. They can also help to ensure that adverts you see online are more relevant to you and your interests.

Types of cookies

Cookies can be classified in different categories:

Strictly necessary/Essential cookies:

These are cookies that are required for the operation of our website. These essential cookies are always enabled because our website won't work properly without them. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services. You can switch off these cookies in your browser settings but you may then not be able to access all or parts of our website.

Analytical/Performance cookies:

These allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

Functionality cookies:

These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

Targeting/Advertising cookies:

These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose so that they can serve you with relevant advertising on their websites.

Other distinctions

Persistent cookies:

These cookies are stored on your device and not deleted when you leave the website/app. Persistent cookies can retain preferences for a particular website or app, allowing those preferences to be used in future sessions.

Session cookies:

These cookies are stored in your device during your browsing session, and automatically deleted when you leave the website/app. Session cookies usually store a session ID, allowing you to move from pages without the need to log-in.

First party/Third party cookies

These are cookies that are set and controlled by the same operator of a website/app (first party cookies) or by a third party (third party cookies).



Cookies on our website

Walkers' website uses cookies. We have listed the cookies we use below as well as what they are used for and how long they are stored.

Cookie name	Cookie category (Essential, Analytical, Functionality, Targeting)	Description	Type (Persistent or Session)	First or Third party cookie?	Lifespan (for how long is the cookie stored?)	Further information
sc_site	Necessary	The name of the site	Session-based	First Party	Session	
__cf_bm	Necessary	Cloudflare cookie added by Vimeo. Cloudflare places the __cf_bm cookie on end-user devices as part of Bot Management functionality. The __cf_bm cookie is necessary for these bot solutions to function properly.	Persistent	Third party	30 Minutes	
_cfuid	Necessary	Cloudflare cookie added by Vimeo. Allows Cloudflare WAF to distinguish individual users who share the same IP address. Visitors who do not provide the cookie are likely to be grouped together and may not be able to access the site if there are many other visitors from the same IP address.	Session-based	Third party	Session	
bid_{client_key}	Analytics and Performance Cookies	Used for tracking, analytics, and personalization	Persistent	First Party	1 year	
sc_{SitecoreEdgeContextId }	Analytics and Performance Cookies	Used for tracking, analytics, and personalization.	Persistent	First Party	2 year	
uuid	Analytics and Performance Cookies	A universally unique identifier (UUID) is unique per browser until the cookie expires or is deleted. After the cookie expires or is deleted, a new UUID is generated the next time the visitor returns.	Persistent cookies	First Party	3 year	



__rutma	Analytics and Performance	Contains user ID, previous session start time, current session start time, visit count, total page count, and session page count	Persistent	First party	3 years	
__rutmb	Analytics and Performance	Tracks user session. Value is a domain hash.	30 minutes	First party	30 Minutes	
{website}#lang	Function	Stores context language of the current site.	Session-based	First party	Session	
_GRECAPTCHA	Function	This is a functional cookie used by Google reCaptcha service. It's used for risk analysis in spam protection.	Persistent	Third party	6 months	
vercel-experiment-uuid	Function	Added by Vercel to preview environments only.	Session Based	Third party	Session	
__gsas	Targeting	Advertising - Google uses cookies for advertising, including serving and rendering ads, personalizing ads (depending on your ad settings at https://adssettings.google.com/), limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads	Persistent	Third Party	3 months	https://support.google.com/analytics/
__gpi	Targeting		Persistent	Third Party	13 months	
__gpi_optout	Targeting		Persistent	Third Party	13 months	
NID	Targeting		Persistent	Third Party	6 months	
DSID	Targeting		Persistent	Third Party	2 weeks	
test_cookie	Targeting		Persistent	Third Party	15 minutes	
id	Targeting		Persistent	Third Party	OPT_OUT: fixed expiration (year 2030/11/09), non-OPT_OUT: 13 months EEA UK / 24 months elsewhere	
__gads	Targeting		Persistent	Third Party	13 months	
GED_PLAYLIST_ACTIVITY	Targeting		Session	Third Party	Session	
ACLK_DATA	Targeting		Persistent	Third Party	5 minutes	
FPAU	Targeting		Persistent	Third Party	90 days	
ANID	Targeting		Persistent	Third Party	13 months EEA UK / 24 months elsewhere	
AID	Targeting		Persistent	Third Party	13 months EEA UK / 24 months elsewhere	



IDE	Targeting	Advertising - Google uses cookies for advertising, including serving and rendering ads, personalizing ads (depending on your ad settings at https://adssettings.google.com/), limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads	Persistent	Third Party	13 months EEA UK / 24 months elsewhere	
TAID	Targeting		Persistent	Third Party	14 days	
FPGCLDC	Targeting		Persistent	Third Party	90 days	
_gcl_dc	Targeting		Persistent	Third Party	90 days	
_gcl_dc	Targeting		Persistent	Third Party	90 days	
FLC	Targeting		Persistent	Third Party	10 seconds	
RUL	Targeting		Persistent	Third Party	12 months	
FPGCLAW	Targeting		Persistent	Third Party	90 days	
FPGCLGB	Targeting		Persistent	Third Party	90 days	
_gcl_gb	Targeting		Persistent	Third Party	90 days	
gac_gb_<wpid>	Targeting		Persistent	Third Party	90 days	
_gcl_aw	Targeting		Persistent	Third Party	90 days	
1P_JAR	Targeting		Persistent	Third Party	30 days	
Conversion	Targeting		Persistent	Third Party	90 days	
lms_ads	Targeting		Used to identify LinkedIn Members off LinkedIn for advertising	Persistent	Third Party	
icu	Targeting	Used to select and limit ads	Persistent	Third Party	90 days	
uids	Targeting	Used to select ads and measure ad performance	Persistent	Third Party	30 days	
L_page	Targeting	Used for measuring conversion metrics on LinkedIn	Persistent	Third Party	90 days	

What is a cookie?

If you wish to restrict block or delete the cookies which are set by any websites you can generally do this through your browser settings. The "Help" function within your browser should tell you how. However, you may lose some functionality of our website.

Additional Information

For additional information on the processing of your information and on your rights, please see our Privacy Policy.

If you wish to exercise your rights against the third parties identified in the list of cookies above, please proceed in accordance with their corresponding Privacy Policies.