

Cookie Policy

Last updated: 15 July 2025

1. Introduction

This policy is provided in accordance with the UK General Data Protection Regulation (UK GDPR) and the Privacy and Electronic Communications Regulations (PECR). This Cookie Policy explains how THSP uses cookies and similar technologies when you visit our website. It tells you what cookies are, why we use them, and how you can manage your preferences.

We are committed to protecting your personal information and ensuring transparency in how we use cookies on our site.

2. What are Cookies?

Cookies are small text files placed on your device by websites that you visit. They help make websites work, improve user experience, and provide information to the site owners.

Cookies can be:

- Session cookies – deleted when you close your browser
- Persistent cookies – stored on your device for a set period or until deleted

3. How We Use Cookies

When you first visit our site, a cookie banner will prompt you to manage your cookie preferences.

We use cookies to:

- Ensure our site functions properly
- Remember your preferences
- Analyse traffic and usage patterns
- Support marketing and advertising

Only strictly necessary cookies will be used unless you give consent. You can manage or withdraw your consent at any time by clicking "Manage Cookies" in the website footer.

4. Types of Cookies We Use

Some cookies are set by third-party services embedded in our website (e.g., YouTube, LinkedIn, Stripe). We do not control these cookies and recommend reviewing their privacy policies for more information.

Necessary Cookies

These cookies are required to enable basic site functions such as secure log-in or managing consent preferences. They do not store personally identifiable data.

Cookie ID	Domain	Duration	Description
_cfuvid	feefo.com	Session	Maintains secure sessions for Feefo reviews; essential for loading Feefo components.
PHPSESSID	thsp.co.uk	Session	Native to PHP; stores unique session ID to manage user sessions; deleted on browser close.
m	m.stripe.com	1 year 1 month 4 days	Stripe cookie for fraud prevention; identifies the device accessing the website.
__stripe_mid	thsp.co.uk	1 year	Stripe cookie used to process payments.
__stripe_sid	thsp.co.uk	1 hour	Stripe cookie used to process payments.
cookieyes-consent	thsp.co.uk	1 year	CookieYes cookie to remember user consent preferences; no personal data collected.
__cf_bm	feefo.com	1 hour	Cloudflare cookie supporting Bot Management.
ARRAffinitySameSite	anonymous-api.azurewebsites.net	Session	Windows Azure load balancing cookie to route visitor requests to the same server.

ARRAffinity	anonymous-api.azurewebsites.net	Session	Azure app service cookie to deliver requests to the correct server instance.
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Functional Cookies

These cookies enable features like social sharing, feedback, and third-party tools.

Cookie ID	Domain	Duration	Description
geolocated	thsp.co.uk	Never Expires	Stores general visitor location to deliver region-specific content and manage cookie banner behavior.
li_gc	linkedin.com	6 months	LinkedIn cookie to store visitor's consent for non-essential cookies.
lidc	linkedin.com	1 day	LinkedIn cookie to facilitate data center selection.
__lc_cid	accounts.livechatinc.com	1 year 1 month 4 days	Essential for live chat box to function properly.
__lc_cst	accounts.livechatinc.com	1 year 1 month 4 days	Supports live chat box functionality.

__oauth_redirect_detector	accounts.livechat inc.com	1 minute	Recognizes visitors using live chat at different times to optimize chat box functionality.
yt-remote-device-id	youtube.com	Never Expires	Stores user's video preferences for embedded YouTube videos.
ytidb::LAST_RESULT_ENTRY_KEY	youtube.com	Never Expires	Stores last YouTube search result clicked to improve user experience.
yt-remote-connected-devices	youtube.com	Never Expires	Stores user's video preferences for embedded YouTube videos.
yt-remote-session-app	youtube.com	Session	Stores preferences and interface info for embedded YouTube video player.
yt-remote-cast-installed	youtube.com	Session	Stores video player preferences for embedded YouTube videos.
yt-remote-session-name	youtube.com	Session	Stores user's video player preferences.

yt-remote-cast-available	youtube.com	Session	Stores preferences on casting availability on YouTube video player.
yt-remote-fast-check-period	youtube.com	Session	Stores video player preferences for embedded YouTube videos.
__Secure-ROLLOUT_TOKEN	youtube.com	6 months	Manages rollout of new features and interface experiments on embedded videos.

Analytics Cookies

Used to understand visitor interactions, site traffic, and user behaviour.

Cookie ID	Domain	Duration	Description
_gcl_au	thsp.co.uk	3 months	Google Tag Manager cookie for ad experiment efficiency.
CLID	clarity.ms	1 year	Microsoft Clarity cookie for visitor interaction analysis.
_ga	thsp.co.uk	1 year 1 month 4 days	Google Analytics cookie for visitor, session, and campaign tracking.
ga*	thsp.co.uk	1 year 1 month 4 days	Google Analytics cookie to count page views.

_click	thsp.co.uk	1 year	Microsoft Clarity cookie for retaining browser user ID and settings.
_clsk	thsp.co.uk	1 day	Microsoft Clarity cookie consolidating pageviews into a session recording.
MR	bing.com	7 days	Bing cookie collecting user information for analytics.
SM	clarity.ms	Session	Microsoft Clarity cookie synchronizing MUID across Microsoft domains.
burst_uid	thsp.co.uk	1 month	Stores unique ID to anonymously analyse website traffic and user interaction.

Performance Cookies

Help analyse key performance indexes to improve user experience.

Cookie ID	Domain	Duration	Description
_uetsid	thsp.co.uk	1 day	Bing Ads cookie to engage returning users.
_uetvid	thsp.co.uk	1 year 24 days	Bing Ads cookie to engage returning users.
SRM_B	bing.com	1 year 24 days	Microsoft Advertising unique ID for visitors.

Advertisement Cookies

Used to deliver relevant ads and track ad performance.

Cookie ID	Domain	Duration	Description
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bcookie	linkedin.com	1 year	Identifies browsers for LinkedIn ads.
MUID	bing.com	1 year 24 days	Unique identifier for Microsoft ads and analytics.
YSC	youtube.com	Session	Tracks views of embedded YouTube videos.
VISITOR_INFO1_LIVE	youtube.com	6 months	Determines YouTube player version.
VISITOR_PRIVACY_METADATA	youtube.com	6 months	Stores YouTube cookie consent state.
ANONCHK	clarity.ms	10 minutes	Validates Bing ad clicks.
test_cookie	doubleclick.net	15 minutes	Checks if browser supports cookies.
yt.innertube::requests	youtube.com	Never Expires	Stores YouTube viewing history.
yt.innertube::nextId	youtube.com	Never Expires	Tracks next YouTube video played.
IDE	doubleclick.net	1 year 24 days	Delivers targeted ads via Google DoubleClick.

MSPTC	bing.com	1 year 24 days	Tracks ad performance and delivers targeted advertising.
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5. Managing Your Cookie Preferences

You can manage or change your cookie preferences at any time by clicking the “Manage Cookies” link in the footer of our website. This will open our Cookie Settings Panel, where you can:

- Accept all cookies
- Reject all non-essential cookies
- Select which categories of cookies you allow

Note: Necessary cookies cannot be disabled as they are essential for the operation of the site.
You can also control or delete cookies using your browser settings.

6. Storage of Consent Records

We use CookieYes as our consent management platform to record and manage your cookie preferences. When you give or withdraw consent, your choices are securely stored in the backend system of CookieYes.

Each consent record includes:

- A unique **Consent ID**
- Your **Country** of access
- Your **Consent Status** (e.g., Accepted or Withdrawn)
- The exact **Date and Time (in UTC)** when the consent was recorded

This information ensures we respect your preferences and comply with data protection regulations.

7. Changes to This Policy

We review our cookie use and this policy regularly to ensure transparency and accuracy. This policy was last updated on 15 July 2025.

We recommend you check this page periodically to stay informed.