



NET Cookie Policy

Updated 26th January 2022

Nottingham
Express Transit

BY TRAM

Nottingham Express Transit (NET) uses cookies on its website. We provide a pop up on our website which allows you to choose what cookies you want to accept other than the Strictly Necessary cookies we describe below which we need to run our website.

In addition can disable them (see the section below 'Managing the use cookies' for information) through your browser.

Our website is hosted by HubSpot so you will see references to this through this notice.

So, what is a cookie and what does it do?

Cookies are small files which are stored on a user's computer or mobile device. Cookies are a convenient way to carry information from one session on a website to another, or between sessions on related websites, without having to burden a server machine with massive amounts of data storage.

In practice, this means that when you visit a site that uses cookies for the first time, a cookie is downloaded. The next time you visit that site, your computer (or mobile device) checks to see if it has a cookie that is relevant and sends the information contained in that cookie back to the site. The site then 'knows' that you have been there before, and in some cases, tailors what pops up on screen to take account of that fact.

Cookies are used by most websites and mostly to do with the technical operation of the website. However, they are also used to monitor how people are using the website, such as which pages are visited and how long is spent on each page. Each "visitor session" is tracked even though no effort is made to try to identify them in person.

Are cookies safe?

Naturally, there is concern about privacy and security on the internet. Cookies do not in themselves present a threat to privacy, since they can only be used to store information that the user has volunteered or that the web server already has. Furthermore, because the data in a cookie doesn't change when it travels back and forth, it has no way to affect how your computer runs.

You can find more information about cookies at www.allaboutcookies.org and www.youronlinechoices.eu . Alternatively, you can read about them at <https://ico.org.uk/for-organisations/guide-to-pecr/cookies-and-similar-technologies/#userinfo>.

What cookies does our website use?

Our website uses Google Analytics cookies. Information collected by Google Analytics cookies will be transmitted to and stored by Google on servers in the United States of America in accordance with its privacy practices. To see an overview of privacy at Google and how this applies to Google Analytics, please [click](#).

Types of cookies

Cookies fall into four main categories:

1. Strictly Necessary Cookies: These cookies are essential to enable you to move around a website and use its features. These cookies don't gather information about you that could be used for marketing or remembering where you have been on the internet. Your consent is not needed to use this type of cookie and they cannot generally be disabled

Types of Strictly Necessary cookies used on our website:

<code>_hs_opt_out</code>	<ul style="list-style-type: none">• This cookie is used by the opt-in privacy policy to remember not to ask the visitor to accept cookies again.• This cookie is set when you give visitors the choice to opt out of cookies.• It contains the string "yes" or "no".• It expires in 13 months.
<code>__hs_do_not_track</code>	<ul style="list-style-type: none">• This cookie can be set to prevent the tracking code from sending any information to HubSpot.• It contains the string "yes".• It expires in 13 months.
<code>__hs_initial_opt_in</code>	<ul style="list-style-type: none">• This cookie is used to prevent the banner from always displaying when visitors are browsing in strict mode.• It contains the string "yes" or "no".• It expires in seven days.
<code>__hs_cookie_cat_pref</code>	<ul style="list-style-type: none">• This cookie is used to record the categories a visitor consented to.• It contains data on the consented categories.• It expires in 13 months.
<code>hs_ab_test</code>	<ul style="list-style-type: none">• This cookie is used to consistently serve visitors the same version of an A/B test page they've seen before.• It contains the id of the A/B test page and the id of the variation that was chosen for the visitor.• It expires at the end of the session.

<code><id>_key</code>	<ul style="list-style-type: none">• When visiting a password-protected page, this cookie is set so future visits to the page from the same browser do not require login again.• The cookie name is unique for each password-protected page.• It contains an encrypted version of the password so future visits to the page will not require the password again.• It expires in 14 days.
<code>hs_high_contrast</code>	<ul style="list-style-type: none">• This cookie is used to save a visitor's selected contrast choice on a HubSpot domain.• It is set when a visitor enables high contrast mode.• It contains a boolean value of True if present.• It expires in 180 days.
<code>hs-messages-is-open</code>	<ul style="list-style-type: none">• This cookie is used to determine and save whether the chat widget is open for future visits.• It is set in your visitor's browser when they start a new chat, and resets to re-close the widget after 30 minutes of inactivity.• If your visitor manually closes the chat widget, it will prevent the widget from re-opening on subsequent page loads in that browser session for 30 minutes.• It contains a boolean value of True if present.• It expires in 30 minutes.
<code>hs-messages-hide-welcome-message</code>	<ul style="list-style-type: none">• This cookie is used to prevent the chat widget welcome message from appearing again for one day after it is dismissed.• It contains a boolean value of True or False.• It expires in one day.
<code>__hsmem</code>	<ul style="list-style-type: none">• This cookie is set when visitors log in to a HubSpot-hosted site.• It contains encrypted data that identifies the membership user when they are currently logged in.• It expires in one year.

hs-membership-csrf

- This cookie is used to ensure that content membership logins cannot be forged.
- It contains a random string of letters and numbers used to verify that a membership login is authentic.
- It expires at the end of the session.

hs_langswitcher_choice

- This cookie is used to save a visitor's selected language choice when viewing pages in multiple languages.
- It is set when a visitor selects a language from the language switcher and is used as a language preference to redirect them to sites in their chosen language in the future if they are available.
- It contains a colon delimited string with the ISO639 language code choice on the left and the top level private domain it applies to on the right. An example will be "EN-US:hubspot.com".
- It expires in two years.

__cfuid

- This cookie is set by HubSpot's CDN provider because of their rate limiting policies. It expires at the end of the session.

__cf_bm

- This cookie is set by HubSpot's CDN provider and is a necessary cookie for bot protection. It expires in 30 minutes.

2. Analytical Cookies - These are non-essential cookies controlled by the cookie banner. If you are a visitor to a site supported by HubSpot, you can opt out of these cookies by not giving consent.

Types of Analytical cookies used on our website:

__hstc

- The main cookie for tracking visitors.
- It contains the domain, utk, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).
- It expires in 13 months.

hubspotutk

- This cookie keeps track of a visitor's identity. It is passed to HubSpot on form submission and used when deduplicating contacts.
- It contains an opaque GUID to represent the current visitor.
- It expires in 13 months.

__hssc

- This cookie keeps track of sessions.
- This is used to determine if HubSpot should increment the session number and timestamps in the __hstc cookie.
- It contains the domain, viewCount (increments each pageView in a session), and session start timestamp.
- It expires in 30 minutes.

__hssrc

- Whenever HubSpot changes the session cookie, this cookie is also set to determine if the visitor has restarted their browser.
- If this cookie does not exist when HubSpot manages cookies, it is considered a new session.
- It contains the value "1" when present.
- It expires at the end of the session.

3. Functionality Cookies: These cookies allow a website to remember choices you make (such as your username, language or the region you are in) and provide enhanced, more personal features. They can also be used to remember changes that you have made to text size and fonts.

Types of Functionality Cookies used on our website:

Chatflow cookie

- This is the cookie used for the chatflows tool. If you're a visitor, this allows you to chat with a representative on the site.

messagesUtk

- This cookie is used to recognize visitors who chat with you via the chatflows tool. If the visitor leaves your site before they're added as a contact, they will have this cookie associated with their browser.
- If you chat with a visitor who later returns to your site in the same cookied browser, the chatflows tool will load their conversation history. The cookie is controlled by the Consent to collect chat cookies setting in your chatflow.
- If this setting is disabled, the cookie is controlled by the Consent to process setting in the websites chatflow.
- HubSpot will not drop the messagesUtk cookie for visitors who have been identified through the Visitor Identification API. The analytics cookie banner will not be impacted.
- This cookie will be specific to a subdomain and will not carry over to other subdomains. For example, the cookie dropped for info.example.com will not apply to the visitor when they visit www.example.com, and vice versa.
- It contains an opaque GUID to represent the current chat user.
- It expires in 13 months.

Chatflow cookie consent text

- With the Consent to collect chat cookies setting enabled, HubSpot will prompt visitors for consent to drop a cookie in their browser before the start a chat or when they attempt to the leave the page during a chat conversation. This cookie is used to interact with website visitors and provide a visitor's chat history.
- If banner is displayed before the visitor starts a chat and the visitor does not give consent, they will not be able to start the chat.
- If banner is displayed upon exit intent, however, the visitor can start the chat, but if they don't consent to cookies before navigating away from the page, the chat widget will reset, and the conversation will end.
- With this setting disabled, a visitor can start a chat and give consent to process their information via the Consent to process setting.
- Visitors can also accept or decline cookies on the HubSpot cookie banner if it is enabled on the site
- If a visitor accepts the cookie when they start a chat, but then clicks Decline on the HubSpot cookie banner, the cookie will be removed.
- If a visitor clicks Decline on the HubSpot cookie banner before starting a chat, HubSpot will not drop a cookie or prompt them to consent to cookies in the chat widget.

4. Advertisement cookies are ad pixel cookies (such as Facebook, LinkedIn and Google) that you can opt to install using the HubSpot ads tool.

If the Facebook pixel code is installed on the website, Facebook may set a cookie in a visitor's browser.

If the HubSpot ads tool selects and installs Facebook pixel on pages with the HubSpot tracking code, HubSpot will link the placing of that pixel code to the cookie notification banner. If the website requires opt-in consent via this banner, the Facebook pixel will not be able to set any cookies until the visitor has have opted in.

If the pixel code is manually placed on pages (e.g., by editing your site header HTML), HubSpot will not be able to control the visitors Facebook is able to set cookies on.



For additional information, refer to Facebook's business tools terms and Facebook's cookie consent guide.

Cookies are also categorised as:

1. Session cookies are cookies which are deleted when you finish browsing a website (and are not stored on your computer longer than this);
2. Persistent cookies are cookies which continue to be stored on your device after you have finished using a website, so that the website provider can remember your preferences the next time you use it;
3. "first party" or "third party" cookies. First party cookies are cookies set by the website you have browsed (i.e. the website displayed in the uniform resource locator (URL) window). Third party cookies are cookies set by a website other than the one you are browsing.

Managing the use cookies

Other than "Strictly Necessary Cookies", which are essential for the functioning of our website, if you do not wish to accept all of the cookies used on our website, you can set your internet browser settings to reject, restrict or block some or all of the cookies we use.

Every browser gives you a range of options for enabling or deleting cookies. Internet Explorer, for instance, allows you to manage cookies under "Privacy" and "Advanced." In Chrome, find where cookies are stored as outlined above, then select your management options under "Cookies."

Banning all browser cookies could make navigating our (and other) website difficult. However, a setting that controls or limits third-party and tracking cookies can help protect your privacy while still making it possible to shop online and carry out similar activities.

Queries

If you have any questions or comments regarding our use of cookies or this Cookie notice, please email enquiries@tramlinknottingham.co.uk