**Cookie Policy**

**INTRODUCTION**

The Company provides this Cookie Policy to make you aware of how we use cookies when you visit the Company's website.

Our Cookie Policy forms part of the Company's layered approach to the protection of our user's privacy.

We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. We also share information about your use of our site with our social media, advertising, and analytics partners. These parties may combine that information with other information that you’ve provided to them or that they've collected from your use of their services.

What are Cookies?

Cookies are text files containing small amounts of information that are downloaded to your personal computer, mobile or other device when you visit a website.

Cookies are used to temporarily store information which can be retrieved later for a variety of purposes.

Cookies in themselves do not identify you, just the computer or device you’re using. Cookies do lots of different jobs, like making it easier for you to log on and use our site during future visits, letting you navigate between pages efficiently, remembering your preferences, and generally improving your experience. They also allow us to monitor traffic on our site. Cookies can be used to track the effectiveness of advertising and other marketing activities, with your consent.

Allowing us to create a cookie does not give us access to the rest of your computer and does not allow us to see any personally identifiable data about you.

**Our use of Cookies**

This site uses different types of cookies. Some are placed by us or by third party services that appear on our pages.

**Consent for Use of Cookies**

The rules on cookies are covered by the Privacy and Electronic Communications Regulations 2003 (PECR). PECR states that we can store cookies on your device if they are strictly necessary for the operation of this site. For all other types of cookies we need your consent.

*What types of Cookies are being used?*

Necessary/Essential Cookies:

Strictly necessary cookies are used by this site to enable the core functionality such as security, network management and accessibility. If you choose to disable these cookies in your browser settings, some of the features of this site may not work as well as we intend.

 Functionality Cookies:

These cookies are used to recognise you when you return to this site. This enables us to personalise our content for you and remember your preferences (for example, your choice of language or region, as may be applicable).

**Non-Essential Cookies**

Statistics/Analytical/Performance Cookies:

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

**Marketing and Tracking Cookies:**

Merseyrail uses cookies for marketing and tracking purposes to improve the quality and relevancy of our marketing activities.

Targeting Cookies:

These cookies record your visit to this site, the pages you have visited and the links you have followed. We will use this information to make this site and the advertising displayed on them more relevant to your interests.

Refusing and Restricting Cookies:

You may refuse to accept, amend your preferences, or withdraw your previous consent to, cookies on this site at any time in two ways:

1. You may change your mind about the cookies you have selected through our cookies tool by updating your choices in our tool at any time. Please be aware that our cookies tool cannot be used to block cookies on third party websites linked to from this site. In order to remove these cookies you will need to visit the relevant third party site and follow the instructions in their cookie notices.

Your browser settings may allow you to refuse the setting of certain cookies. The "Help" or "Internet Settings" functions within your browser should tell you how.

Would you like to know more about cookies? Then go to http://www.allaboutcookies.org/

An overview of the cookies & similar techniques that we use can be found below:

|  |
| --- |
| **Necessary/Essential** |
| **Cookie** | **Provider** | **Details** | **Expiry** |
| station\_origin | Merseyrail | This cookie is used to store the origin station that visitors select when journey planning. This information is then used when the user loads the journey planner at any other subsequent times. | 365 days |
| station\_destination | This cookie is used to store the destination station that visitors select when journey planning. This information is then used when the user loads the journey planner any other subsequent times. | 365 days |
| Fuelius.Clients.Merseyrail.DestinationPlanner.PlannerSessionKey | This cookie stores the users unique Id for the Destination Merseyside planner. | 2 days |
| ApplicationGatewayAffinityCORS | This cookie is used in context with load balancing - This optimizes the response rate between the visitor and the site, by distributing the traffic load on multiple network links or servers.  | End of session |
| ApplicationGatewayAffinity | Registers which server-cluster is serving the visitor. This is used in context with load balancing, in order to optimize user experience.  |
| CookieConsent | Stores the user's cookie consent state for the current domain. | 365 days |
| .AspNetCore.Mvc.CookieTempDataProvider | Preserves the visitor's session state across page requests. | Almost immediately |
| .AspNetCore.Antiforgery.# | Used as part of a security system that is necessary when using cookie-based authentication.  | End of session |
| cf\_clearance | Cloudflare | This Cloudflare cookie is used to maximize network resources, manage traffic and protect the website from malicious traffic. Clearance cookies store proof of security challenge passed. | 30 minutes |
| \_cfuvid | This cookie is a part of the services provided by Cloudflare - Including load-balancing, deliverance of website content and serving DNS connection for website operators. |
| 1.gif | Usercentrics | Used to count the number of sessions to the website, necessary for optimizing CMP product delivery. | End of session. |
| test\_cookie | Google Analytics and Advertising | Used by Google DoubleClick to check for consent of advertising and analytics products. | 15 minutes.  |
| **Marketing and Tracking** |
| **Cookie** | **Provider** | **Details** | **Expiry** |
| \_glc\_au | Google Analytics and Advertising | Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.  | 89 days |
| \_ga | Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels. | 729 days |
| \_gid |
| \_ga\_# |
| \_gat | 10 minutes |
| IDE | 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 efficacy of an ad and to present targeted ads to the user. | 389 days |
| receive-cookie-deprecation | Used by Google DoubleClick for advertising and analytics. | 179 days |
| pagead/landing | End of session. |
| ads/ga-audiences | Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites. | Immediately |
| pagead/1p-user-list/# | Used to collect data on visitor behaviour from multiple websites in order to present more relevant advertisements. | End of session. |
| pagead/1p-conversion/#/ |
| ddm/activity/src=# |
| collect | Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels. |
| \_fbp | Facebook | Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers. | 89 days |
| lastExternalReferrer | Detects how the user reached the website by registering their last URL-address. | Persistent |
| lastExternalReferrerTime |
| TESTCOOKIESENABLED | YouTube | Used to track user’s interaction with embedded content. | End of session |
| remote\_sid | Necessary for the implementation and functionality of YouTube video-content on the website.  | End of session |
| LAST\_RESULT\_ENTRY\_KEY | Used to track user’s interaction with embedded content. | End of session |
| YSC | Used to remember user input and associate a user's actions. | End of session |
| VISITOR\_INFO1\_LIVE | Used to identify a user to provide advertising delivery or retargeting. | 180 days |
| VISITOR\_PRIVACY\_METADATA | Stores the user’s cookie consent state for the current domain. | 180 days |
| PREF | Used to store information such as the preferred page configuration and playback preferences.  | 180 days |
| yt-remote-device-id | Used to store the user's video player preferences using embedded YouTube video. | Persistent |
| yt-remote-cast-installed |
| yt-remote-cast-available |
| yt-remote-session-app |
| yt-remote-session-name |
| yt-remote-fast-check-period |
| yt-remote-connected-devices |
| ytidb::LAST\_RESULT\_ENTRY\_KEY | Used to track user’s interaction with embedded content. |
| YtIdbMeta#databases |
| LogsDatabaseV2:V#||LogsRequestsStore |
| ServiceWorkerLogsDatabase#SWHealthLog | Necessary for the implementation and functionality of YouTube video-content on the website. |
| iU5q-!O9@$ | Registers a unique ID to keep statistics of what videos from YouTube the user has seen. | End of session |
| #-# | End of session |
| adroll\_flgs | Adroll | Collects information on user behaviour on multiple websites. This information is used in order to optimize the relevance of advertisement on the website. | End of session |
| **Statistics/Analytical/Performance**  |
| **Cookie** | **Provider** | **Details** | **Expiry** |
| \_hjTLDTest | Hotjar | Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator. | Immediately |
| \_hjSessionUser\_# | Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read.Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read. | 365 days |
| \_hjSession\_# | 30 minutes from end of session |
| td | Google Tag Manager | Used by Google Tag Manager to register statistical data on users' behaviour on the website. | End of session.  |
| **Preferences** |
| **Cookie** | **Provider** | **Details** | **Expiry** |
| adroll#adroll | Adroll | Collects information on user behaviour on multiple websites. This information is used in order to optimize the relevance of advertisement on the website. | Persistent |
| maps/gen\_204 | Google Maps | Used in context with the website's map integration. The cookie stores user interaction with the map in order to optimize its functionality. | End of session. |

Personal Data

For more information about how we use personal data we receive through Cookies, our legal bases for doing so and information on who we share this information with, please refer to our External Privacy Policy.

Contact Us

If you have any questions about this Cookie Policy, please contact us at: dpo@abellio.com

Transport UK Group, St Andrews House, Second Floor, 18-20 St Andrew Street, London, EC4A 3AG

We will endeavour to respond to your questions without undue delay. If you wish to make a complaint, we will endeavour to respond within 30 days of you contacting us and attempt to resolve the complaint as quickly as possible. If known, please state your "consent ID" and the "consent date" when you contact us.

If you are unsatisfied with our response, you also have the right to make a complaint to the Information Commissioner's Office, which regulates and supervises the use of personal data in the UK, via their helpline on 0303 123 1113.

Changes to this Policy

We may revise this Cookie Policy from time to time. The most current version of this Policy will always be on this site. All amended terms will automatically take effect immediately on posting. Please check this Cookie Policy periodically to inform yourself of any changes. If you do not accept the changes made to this Cookie Policy you should immediately stop using our web-based services.

This Policy was last updated in May 2024.