

Our cookie policy

Edit your cookie settings

You can change your cookie settings through the [Manage Cookie Settings](#) page at any time.

What are cookies and why do we use them?

Cookies and similar technologies ("cookies") allow small pieces of information to be read from and/or placed onto your device when you visit a website or application. This allows for websites and applications to recognise you or your device on each subsequent visit so that they can remember things like preferences and log in information

Cookies are very useful and do lots of different jobs. For example, they enable you to move between our web pages efficiently, remember your preferences when you visit us again and generally improve your experience when browsing with us. They can also help to ensure that adverts you see online are more relevant to you and your interests, which in turn help us to tailor our communications.

Cookies last for different lengths of time depending on the job they do. There are session cookies and persistent cookies:

- Session cookies only last for your online session and disappear from your device when you close your browser.
- Persistent cookies stay on your device after the browser has been closed and last for the period of time specified in the cookie.

You can find information about how BT processes your personal data in our privacy policy which can be found at <https://www.bt.com/privacy-policy/>

Your choices

We will only place cookies for the preference level you set. Your preference level will be set depending on the options chosen (usually when you first visit our website), however these can be changed at any time by clicking "Manage Cookie Settings" at the top of this page.

Please note that cookies set before you changed your settings will still be on your device. You can remove them using your browser settings.

Our free online tool can help you manage the cookies we use on marketing.business.bt.com. To use it, your web browser needs to support JavaScript – if it doesn't you can still find out about the cookies we use here, but you'll need to manage them through your web browser settings.

We also use a cookie to remember your cookie preferences. This means if you use a different device, computer profile or browser you will have to tell us your preferences again.

Please note that we may share the information we obtain from cookies with other members of the BT Group. All members of the BT Group provide the same high level of security and protection and will only use information obtained from cookies in accordance with the preferences you set.

The cookies we use

The cookies used on our website fall into one of four categories: Essential, Performance, Functional and Targeting.

When reviewing each of the cookie tables within each of the four categories please be aware that:

- An **asterisk*** against a Vendors name indicates the corresponding cookies are used by BT across all webpages on marketing.business.bt.com.
- Vendors **without** an asterisk against their name indicates that the corresponding cookies are only used once you have logged into our portal.

1. Essential cookies

Essential cookies let you move around the website and use essential features (like those summarised below). These cookies are automatically enabled and cannot be turned off because they are essential to enable you to browse our website and to provide necessary functions of our service to you.

We use Essential cookies to do things like:

- Identify you as being logged in to our website;
- Detecting suspicious or potentially fraudulent activity on our website;
- Provide core functionality required for your use of the service (please see table of Facebook cookies used for provision of the Facebook Connect service); and
- Collect and record your cookie consent decisions.

Essential cookies:

Vendor	Cookie Domain	Cookie Name	Purpose
Trust Arc*	.marketing.business.bt.com	cmapi_cookie_privacy cmapi_gtm_bl notice_gdpr_prefs TAconsentID notice_preferences	These cookies names are associated with TrustArc. The data is used to collect and record your consent decisions.
DMH*	marketing.business.bt.com	auth state	This cookie allows DMH customers to remain logged-in.
DMH*	marketing.business.bt.com	.AspNetCore.Antiforgery.*	Security cookie to assist in protecting DMH customers from technical forms of forgery.
Stripe	.marketing.business.bt.com	__stripe_mid __stripe_sid	These cookie names are associated with Stripe (who we use as our payment gateway). They are set for fraud prevention purposes and helps us assess the risk associated with an attempted transaction.
Stripe	.marketing.business.bt.com	Not applicable. Similar technology used	This similar technology is associated with Stripe (who we use as our payment gateway). It is used for fraud prevention purposes and helps us assess the risk associated with an attempted transaction.
Adobe*	.bt.com	adobeujs-optin	This cookie name is associated with Adobe and is used to obtain cookie consent settings
Jellyfish	.marketing.business.bt.com	auth_promptone	This cookie is used to determine which users are logged-in

Cookies and similar technologies required for Facebook Connect service.

If as part of the services provided through the Digital Marketing Hub you opt to use the Facebook Connect application to authorise the Digital Marketing Hub Platform to access your Facebook Business Page so this can be linked to your Facebook Ad account, then please be aware it's observed that the following cookies and similar technologies are used by Facebook in connection with that service. For further information about how Facebook uses cookies and similar technologies and for links to Facebook's privacy policy please go to [Cookie Policy \(facebook.com\)](https://www.facebook.com/cookiepolicy)

Facebook Connect API			
Facebook	*.facebook.com	fbfst_	This cookie name (utilising HTML Local Storage) is associated with Facebook and is used for authentication purposes and to facilitate the Facebook user login process
Facebook	*.facebook.com	fbssls_*	This cookie name (utilising HTML Session Storage) is associated with Facebook and is used for authentication purposes and to facilitate the Facebook user login process

2. Performance cookies

Performance cookies collect information about how you use our website. For example, which pages you visit and if you experience any errors. These cookies are important to us being able to operate and maintain our website.

Some of these cookies are also used to perform website analytics. This may include collecting analytics about visitors to our website and collecting information about website usage. We use the information to help us improve the website and measure user interaction.

If you do not accept these cookies it may impact on your experience of the website.

In some cases, some performance cookies are managed for us by third parties, but we don't allow the third party to use the cookies for any purpose other than those listed below.

We use Performance cookies to do things like:

- Provide statistics and analytics on how our website is used;
- Help us improve the website by analysing any issues/errors that occur.

Performance cookies:

Vendor	Cookie Domain	Cookie Name	Purpose
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Adobe Analytics*	.bt.com	s_sq	This cookie name is associated with Adobe (Analytics) and contains information about the previous BT link that you clicked on.
Adobe Analytics*	.bt.com	s_cc	This cookie name is associated with Adobe and is set "True" if cookies are enabled in your browser.
Adobe Analytics*	.bt.com	s_fid	This cookie name is associated with Adobe. It is used to identify a unique visitor.
Hotjar	*.bt.com		The cookie names below are associated with Hotjar.
		hjSessionUser{site_id}	Set when a user first lands on a page. Persists the Hotjar User ID which is unique to that site. Ensures data from subsequent visits to the same site are attributed to the same user ID.
		_hjid	Set when a user first lands on a page. Persists the Hotjar User ID which is unique to that site. Ensures data from subsequent visits to the same site are attributed to the same user ID.
		_hjFirstSeen	Identifies a new user's first session. Used by Recording filters to identify new user sessions. Boolean true/false data type.
		_hjUserAttributesHash	User Attributes sent through the Hotjar Identify API are cached for the duration of the session. Enables us to know when an attribute has changed and needs to be updated.
		_hjCachedUserAttributes	Stores User Attributes sent through the Hotjar Identify API, whenever the user is not in the sample. Collected attributes will only be saved to Hotjar servers if the user interacts with a Hotjar Feedback tool. Cookie used

			regardless of whether a Feedback tool is present.
		_hjViewportId	Stores user viewport details such as size and dimensions.
		hjSession{site_id}	Holds current session data. Ensures subsequent requests in the session window are attributed to the same session.
		_hjSessionTooLarge	Causes Hotjar to stop collecting data if a session becomes too large. Determined automatically by a signal from the WebSocket server if the session size exceeds the limit.
		_hjSessionRejected	If present, set to '1' for the duration of a user's session, when Hotjar has rejected the session from connecting to our WebSocket due to server overload. Applied in extremely rare situations to prevent severe performance issues. Boolean true/false data type.
		_hjSessionResumed	Set when a session/recording is reconnected to Hotjar servers after a break in connection.
		_hjLocalStorageTest	Checks if the Hotjar Tracking Code can use local storage. If it can, a value of 1 is set. Data stored in _hjLocalStorageTest has no expiration time, but it is deleted almost immediately after it is created. Boolean true/false data type.
		_hjIncludedInPageviewSample	Set to determine if a user is included in the data sampling defined by our site's pageview limit. Boolean true/false data type.

		_hjIncludedInSessionSample	Set to determine if a user is included in the data sampling defined by our site's daily session limit. Boolean true/false data type.
		_hjAbsoluteSessionInProgress	Used to detect the first pageview session of a user. Boolean true/false data type.
		_hjTLDTest	<p>We try to store the _hjTLDTest cookie for different URL substring alternatives until it fails. Enables us to try to determine the most generic cookie path to use, instead of page hostname. It means that cookies can be shared across subdomains (where applicable).</p> <p>After this check, the cookie is removed.</p>
		_hjRecordingEnabled	This cookie relates to Hotjar's recording tools. Set when a Recording starts. Read when the Recording module is initialized to see if the user is already in a recording in a particular session. Boolean true/false data type.
		_hjRecordingLastActivity	This cookie relates to Hotjar's recording tools. Set in Session storage as opposed to cookies. Updated when a user recording starts and when data is sent through the WebSocket (the user performs an action that Hotjar records). Numerical Value (Timestamp) data type.
		_hjClosedSurveyInvites	This cookie relates to Hotjar's feedback and survey tools. Set when a user interacts with an external link Survey invitation modal. Ensures the same invite does not reappear if it has already been shown. Boolean true/false data type.
		_hjDonePolls	This cookie relates to Hotjar's feedback and survey tools. Set when a user completes an on-site Survey. Ensures the same Survey does not reappear if it

			has already been filled in. Boolean true/false data type.
		_hjMinimizedPolls	This cookie relates to Hotjar's feedback and survey tools. Set when a user minimizes an on-site Survey. Ensures that the Survey stays minimized when the user navigates through our site. Boolean true/false data type

3. Functional cookies

Functional cookies are used to provide services or to remember settings to improve your visit.

Preventing functional cookies may mean we can't offer you some services that rely on these cookies to function properly (including the Google Identity Application) and will reduce the support we can offer you.

In some cases, some functional cookies are managed for us by third parties, but we don't allow the third party to use the cookies for any purpose other than those listed below.

If as part of the services provided through the Digital Marketing Hub you opt to use the Google Identity application (to authorise BT to pull Google Analytics data from your own website into your Digital Marketing Hub account to measure the performance of campaigns you've created through the Digital Marketing Hub) then please be aware that Google uses functional cookies (see table below for details) in connection with that service. For further information about how Google uses cookies and for links to Google's privacy policy please go to <https://policies.google.com/technologies/cookies?hl=en-US>:

We may use Functional cookies to do things like:

- Share information with partners to provide a service or application on our website. The information shared is only used to provide the service, application, product or function (as described in the table below);
- Provide proactive live chat sessions to offer you support; and
- Automatically apply spend match vouchers from third party site referrals.

Functional cookies:

Vendor	Cookie Domain	Cookie Name	Purpose
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Google	google.com	CONSENT	This cookie name is associated with Google and is used to obtain Google's cookie consent settings
Google	google.com	NID	This cookie name is associated with Google. It sets a unique ID to remember your preferences and other information such as website statistics and track conversion rates
Google	account.google.com	__Host-GAPS	This cookie name is associated with Google. It is set by Google to identify the user and is used in support of the Google Identity application.
Google	marketing.business.bt.com	G_ENABLED_IDPS	This cookie name is associated with Google. It is used by Google to facilitate single sign on.
Google	marketing.business.bt.com	G_AUTHUSER_H	This cookie name is associated with Google and is used by Google Identity to identify signed-in users
Freshworks	marketing.business.bt.com	_fw_crm_v	This cookie name is associated with Freshworks. It is required to enable the chat function on our website so users can receive appropriate support from BT. It also holds the tracker id Freshworks use to identify the user who is coming back on to the chat widget.
Freshworks	rts-euc-fcht.freshworksapi.com	test_cookie SERVERID	These cookie names are associated with Freshworks. They are required to enable the chat function on our website.
Jellyfish	marketing.business.bt.com	auth_suv	This cookie name is associated with Jellyfish. It allows the Digital Marketing Hub to automatically apply a spend match voucher

			from a third-party referral.
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4. Targeting

The core purpose of targeting cookies (otherwise known as advertising cookies) is to provide BT with valuable insights into what our customers want, including but not limited to, insight into the communications and services our customers and potential customers may be interested in.

Disabling targeting cookies, generally does not stop you receiving advertising from us. It simply means that the advertising you receive is less likely to be aligned with your interests.

In order to gain the insights, in some instances we may analyse your personal information to create a profile of your interests and preferences so that we can contact you with information relevant to you. This helps to avoid you receiving advertising that is not relevant to you or your interests.

In some instances, we may also use this information to inform us of how well our communications are received by our customers and website users. In order to do this, we may make use of additional information about you when it is available from internal and external sources to help us do this effectively.

These cookies are also linked to services provided to BT and our customers by our trusted partners (see the Third Parties section below for more information). We/our trusted partners may also share data derived from these cookies with other members of the BT Group for the purpose and provision of the services they provide.

We use Targeting cookies to:

- Link to social networks who may use information about your visit to target advertising to you on other websites;
- Provide advertising agencies, our trusted partners and other members of the BT Group with information on your visit so that we can present adverts that you may be interested in, and prevent you receiving duplicate ads – see the “**Online behavioural advertising**” section below for further details;
- Deliver content, including video content, tailored to your interests;
- Help us to segment and understand our audience by providing additional information so that we can send the most relevant communications possible;
- Help us identify customers similar to our audience or to serve relevant adverts to you on third party websites and apps;
- Help us to understand how well our marketing initiatives are performing and whether to continue, change or cease those initiatives; and
- To provide tailored communications to you and personalise your use of our website when logged in, and in limited circumstances, when logged out (subject to your preferences).

Online behavioural advertising

We, and our trusted partners (see “Third parties” section below) use information collected from targeting cookies to collect information about your device and identify your interests by understanding how you interact with our websites, communications and services. We do this so we can tailor advertising we show you on our own and third party sites and apps.

The information we and our trusted partners collect and share through targeting cookies does not directly identify you. It does not include your name or address.

We use your IP address, together with the interests we have assumed based on how you’ve navigated to and interacted with our websites.

You can opt-out of the use of targeting cookies on our website for online behavioural advertising purposes by blocking.

Targeting cookies:

Vendor	Cookie Domain	Cookie Name	Purpose
Adobe Analytics & Advertising Cloud*	.bt.com	AMCV_* AMCVS_	These cookies name are associated with Adobe (Experience Cloud suite) and assigns your browser unique visitor IDs.
Google	marketing.business.bt.com		The cookie names below are associated with Google (Analytics). The data collected is used to provide reports on the performance of the BT websites and how visitors interact with them – which helps us provide you with more relevant content and a better experience.
		_ga	This cookie is used to distinguish users.
		_gid	This cookie is used to distinguish users.
		_gat	This cookie is used to throttle request rate. If Google Analytics is deployed via Google Tag Manager
		gac	This cookie is used to measure user activity and the performance of our ad campaigns
		AMP_TOKEN	Contains a token that can be used to retrieve a Client ID from AMP Client ID service. Other possible values indicate opt-out, inflight request or an error retrieving a Client ID from AMP Client ID service.

Third parties

BT allow trusted third-party partners to set cookies when you interact with BT services. Third parties include providers of measurement and analytics services, social media networks, other members of the BT Group and advertising companies. Third parties may use cookies in the process of to measure the effectiveness of their marketing and services, and to perform services on behalf of BT (as described in the cookie categories above and as set out below).

It is important to note that, although BT and its trusted third-party partners will only set cookies in line with your preferences (although please note “Third Party Integrated Applications” section below), if you originally accept the use of cookies, but later change your settings, BT and its trusted third-party partners may continue to use data collected and derived from cookies during the period of time you consented to the cookie placement.

Third Party Integrated Applications:

In providing the Digital Marketing Hub service, BT allows trusted third parties to integrate applications that provide core functions of our service to our users. These applications are managed and operated by third parties and may use cookies to collect personal data from you:

Google Identity API and Google Maps

In addition to the cookies that Google drop on your browser through the Digital Marketing Hub platform to facilitate access to the Google Identity API (see Functional Cookies section above), Google may also use other cookies to collect personal data from you once their externally hosted Google Identity application is opened. Your use of Google Identity API is subject to the then current versions of:

<https://policies.google.com/terms>

<https://policies.google.com/privacy>

The Digital Marketing Hub also integrates Google Maps onto specific pages of our site (which you may access depending on your choices). This is an externally hosted application provided by Google used by the Digital Marketing Hub to (i) help you narrow the focus of your ad campaigns to specific areas/regions (ii) provide a visual representation of the area you want your ad campaign to reach. Google uses cookies in provision of this service. In providing Google Maps application through the Digital Marketing Hub platform, Google collects and receives data from you including search terms, IP addresses and latitude/longitude co-ordinates which Google and its affiliates may use and retain to provide and improve Google products and services. Your use of Google Maps through the Digital Marketing Hub is subject to the then current versions of:

https://maps.google.com/help/terms_maps.html

<https://policies.google.com/terms?hl=en-US>; and

<https://www.google.com/policies/privacy/>

For further information about how Google uses information from sites that use their services, please go to - <https://policies.google.com/technologies/partner-sites>

Vimeo

The Digital Marketing Hub integrates and embeds the Vimeo video player on certain pages. This is an externally hosted application provided by Vimeo used by Digital Marketing Hub to display informative videos to help you understand how the Digital Marketing Hub works. Vimeo automatically collect certain types of data when you use their services. This data includes your IP address, technical information about your device (e.g., browser type, operating system, basic device information), and the web page you visited before using their video player. Please note that we have implemented Vimeo using their “DNT Parameter”. By using the Vimeo video player, you agree to Vimeo’s terms of service, their privacy policy and cookie policy:

<https://vimeo.com/privacy>

<https://vimeo.com/terms>

https://vimeo.com/cookie_policy

Facebook Connect

In addition to the cookies that Facebook drop on your browser through the Digital Marketing Hub platform for login and authentication purposes associated with the Facebook Connect application (see Essential Cookies section above), Facebook may also use other cookies to collect personal data from you once their externally hosted Facebook Connect application is opened. Your use of Facebook Connect through the Digital Marketing Hub Service is subject to Facebook’s terms of service and policies (as may be amended from time to time by Facebook) available at:

<https://www.facebook.com/terms.php>

Managing cookies

There are ways you can control and manage cookies on your device. Please remember that any settings you change at browser or device level will not just affect the cookies we use. These changes will apply to all websites you visit (unless you choose to block cookies from sites).

Our Cookie Banner

You can directly edit your preferences in relation to the cookies BT set by using the BT “Manage Cookie Settings” function to set your preferences. Here you can select your preferences in relation to all non-essential cookies placed by our website.

This method will not impact any cookies previously set, prior to your change in preferences. If you wish to manage existing cookies, you can use your browser settings as outlined below.

Managing cookies in your browser

Most browsers will allow you to choose the level of privacy settings you want. You can (a) block all cookies, (b) accept all cookies, or (c) pick a setting somewhere in between. This range lets you control your cookie settings, so you can:

- See what cookies you've got and delete them on an individual basis.
- Block third party cookies.
- Block cookies from particular sites.
- Block all cookies from being set.
- Delete all cookies when you close your browser.

Deleting cookies means that any preference settings you have made on a website will be lost. Blocking all cookies means functionality on our websites will be lost, as described above. We don't recommend turning all cookies off when using our websites.

If you want to reduce your cookie settings at any time – for example, if you accept all cookies, but later decide you don't want a certain type of cookie – you'll need to use your browser settings to remove any third-party cookies dropped on your previous visit.

Find out how to manage your cookies using the most popular browsers below.

Internet Explorer

<https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies>

Firefox

<https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer?>

Google Chrome

<https://support.google.com/chrome/answer/95647?hl=en>

Safari

<https://support.apple.com/en-gb/HT201265>

<https://support.apple.com/en-gb/guide/safari/sfri11471/mac>

Further information

Information about cookies

You can read more about cookies at:

<http://www.allaboutcookies.org>

Internet Advertising Bureau

A guide to behavioural advertising and online privacy has been produced by the internet advertising industry which can be found at:

<http://www.youronlinechoices.eu>