



Cookie Policy.

What are cookies?

A cookie is a small text file which asks permission to be placed on your computer's hard drive when you visit some websites.

A cookie has a name and stores a value. For example, one of the cookies we use is called "referrerType" and stores the page you were on when you clicked a link to visit our website - it helps us see where our visitors come from.

Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

Cookies cannot harm your computer: they are one of the simplest (and oldest) web technologies, used by millions of websites.

Cookies used on this website do not store any personally identifiable information (such as your name).

Cookie expiration

Cookies will be automatically removed from your computer when they reach their 'expiration date'. When a cookie is set, it is given an expiration date - this is the date that your browser will automatically remove it from your computer.

When you revisit a website, the expiration date can be updated to maintain the cookie. Cookies can also be set to be deleted when you end your 'session' a website by leaving the website. With some browsers, these cookies will be removed when you restart your browser (close and open it again) or the next time you restart your computer.

You can manually delete any existing cookies stored on your computer - please refer to the help documentation for your browser of choice for more information on deleting, enabling and disabling cookies.

How we use cookies

Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

At Bidmark we use cookies to remember when you've visited our site before and to gather analytical information on how you use our website - such as which pages you visit. We use this information to help us learn about our users and improve both our website and services.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

You can also remove any cookies from your browser that have been set by the websites you visit - please refer to the help documentation for your browser of choice.

Third party cookies

In addition to our own cookies, we work with carefully-selected third party services that may also set cookies when you visit our website - for example Google Analytics.

All third party cookies adhere to the same standard as our own - importantly, no personally identifiable information is stored in cookies set by third parties.

Third parties that we work with

Google Analytics - We use Google Analytics to help us see how visitors use our website - for example; which pages they look at and how long they spend on our website. No personally identifiable information is stored or tracked - it is all anonymous.

Cookies use by this website

Below is a list of the cookies that this website uses along with an explanation.

Category: Necessary (8)

Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

COOKIE NAME	PROVIDER	TYPE	EXPIRY
__cfduid	hs-analytics.net	HTTP	1 year

First found URL: <https://www.bidmark.co.uk/>

Cookie purpose description: Used by the content network, Cloudflare, to identify trusted web traffic.

Initiator: Script tag, page source line number 62

Source: <https://js.hs-analytics.net/analytics/1526400600000/3914481.js>
via <https://js.hs-scripts.com/3914481.js>

Data is sent to: United States (adequate)

__cfduid	hscollectedforms.net	HTTP	1 year
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First found URL: <https://www.bidmark.co.uk/>

Cookie purpose description: Used by the content network, Cloudflare, to identify trusted web traffic.

Initiator: Script tag, page source line number 62

Source: <https://js.hscollectedforms.net/collectedforms.js>
via <https://js.hs-scripts.com/3914481.js>

Data is sent to: United States (adequate)

__cfduid	hsleadflows.net	HTTP	1 year
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First found URL: <https://www.bidmark.co.uk/>

Cookie purpose description: Used by the content network, Cloudflare, to identify trusted web traffic.

Initiator: Script tag, page source line number 62

Source: <https://js.hsleadflows.net/leadflows.js>
via <https://js.hs-scripts.com/3914481.js>

Data is sent to: United States (adequate)

__cfduid	hs-scripts.com	HTTP	1 year
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First found URL: <https://www.bidmark.co.uk/>

Cookie purpose description: Used by the content network, Cloudflare, to identify trusted web traffic.

Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.

COOKIE NAME	PROVIDER	TYPE	EXPIRY
_ga	bidmark.co.uk	HTTP	2 years

First found URL: <https://www.bidmark.co.uk/>

Cookie purpose description: Registers a unique ID that is used to generate statistical data on how the visitor uses the website.

Initiator: Script tag, page source line number 65

Source: <https://www.google-analytics.com/analytics.js>

Data is sent to: United States (adequate)

_gat	bidmark.co.uk	HTTP	Session
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First found URL: <https://www.bidmark.co.uk/>

Cookie purpose description: Used by Google Analytics to throttle request rate

Initiator: Script tag, page source line number 65

Source: <https://www.google-analytics.com/analytics.js>

Data is sent to: United States (adequate)

_gid	bidmark.co.uk	HTTP	Session
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First found URL: <https://www.bidmark.co.uk/>

Cookie purpose description: Registers a unique ID that is used to generate statistical data on how the visitor uses the website.

Initiator: Script tag, page source line number 65

Source: <https://www.google-analytics.com/analytics.js>

Data is sent to: United States (adequate)

Category: Marketing (11)

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable

for publishers and third party advertisers.

COOKIE NAME	PROVIDER	TYPE	EXPIRY
__hssc	bidmark.co.uk	HTTP	Session

First found URL: <https://www.bidmark.co.uk/>

Cookie purpose description: Collects anonymous statistical data related to the user's website visits, such as the number of visits, average time spent on the website and what pages have been loaded. The purpose is to segment the website's users according to factors such as demographics and geographical location, in order to enable media and marketing agencies to structure and understand their target groups to enable customised online advertising.

Initiator: Script tag, page source line number 62

Source: <https://js.hs-scripts.com/3914481.js>

Data is sent to: United States (adequate)

__hssrc	bidmark.co.uk	HTTP	Session
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First found URL: <https://www.bidmark.co.uk/>

Cookie purpose description: Collects anonymous statistical data related to the user's website visits, such as the number of visits, average time spent on the website and what pages have been loaded. The purpose is to segment the website's users according to factors such as demographics and geographical location, in order to enable media and marketing agencies to structure and understand their target groups to enable customised online advertising.

Initiator: Script tag, page source line number 62

Source: <https://js.hs-scripts.com/3914481.js>

Data is sent to: United States (adequate)

__hstc	bidmark.co.uk	HTTP	2 years
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First found URL: <https://www.bidmark.co.uk/>

Cookie purpose description: Collects anonymous statistical data related to the user's website visits, such as the number of visits, average time spent on the website and what pages have been loaded. The purpose is to segment the website's users according to factors such as demographics and geographical location, in order to enable media and marketing agencies to structure and understand their target groups to enable customised online advertising.

Initiator: Script tag, page source line number 62

Source: <https://js.hs-scripts.com/3914481.js>

Data is sent to: United States (adequate)

Cookie name: `__ptq.gif` **Domain:** `hubspot.com` **Type:** Pixel **Expiration:** Session

First found URL: <https://www.bidmark.co.uk/>

Cookie purpose description: Sends data to the marketing platform Hubspot about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.

Initiator: Script tag, page source line number 62

Source: <https://js.hs-scripts.com/3914481.js>

Data is sent to: United States (adequate)

Cookie name: `_hjDonePolls` **Domain:** `bidmark.co.uk` **Type:** HTTP **Expiration:** 1 year

First found URL: <https://www.bidmark.co.uk/>

Cookie purpose description: Remembers if the user has previously responded to a certain form.

Initiator: Script tag, page source line number 59

Source: <https://static.hotjar.com/c/hotjar-769872.js?sv=6>

Data is sent to: United States (adequate)

Cookie name: `_hjIncludedInSample` **Domain:** `bidmark.co.uk` **Type:** HTTP **Expiration:** Session

First found URL: <https://www.bidmark.co.uk/>

Cookie purpose description: Determines if the user's navigation should be registered in a certain statistical place holder.

Initiator: Script tag, page source line number 59

Source: <https://static.hotjar.com/c/hotjar-769872.js?sv=6>

Data is sent to: United States (adequate)

Cookie name: `collect` **Domain:** `google-analytics.com` **Type:** Pixel **Expiration:** Session

First found URL: <https://www.bidmark.co.uk/>

Cookie purpose description: Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.

Initiator: Script tag, page source line number 65

Source: <https://www.google-analytics.com/analytics.js>

Data is sent to: United States (adequate)

fr facebook.com HTTP 3 months

First found URL: <https://www.bidmark.co.uk/>

Cookie purpose description: Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.

Initiator: Script tag, page source line number 48

Source:

<https://www.facebook.com/tr/?id=1923836284549263&ev=PageView&dl=https%3A%2F%2Fwww.bidmark.co.uk%2F&rl=https%3A%2F%2Fwww.bidmark.co.uk%2F&if=false&ts=1526400781265&sw=1024&sh=768&v=2.8.14&r=stable&ec=0&o=30&it=1526400781216>

via https://connect.facebook.net/en_US/fbevents.js

Data is sent to: United States (adequate)

hubspotutk bidmark.co.uk HTTP 10 years

First found URL: <https://www.bidmark.co.uk/>

Cookie purpose description: Keeps track of a visitor's identity. This cookie is passed to the marketing platform HubSpot on form submission and used when de-duplicating contacts.

Initiator: Script tag, page source line number 62

Source: <https://js.hs-scripts.com/3914481.js>

Data is sent to: United States (adequate)

r/collect doubleclick.net Pixel Session

First found URL: <https://www.bidmark.co.uk/>

Cookie purpose description: Unclassified

Initiator: Script tag, page source line number 65

Source:

https://stats.g.doubleclick.net/r/collect?v=1&aip=1&t=dc&_r=3&tid=UA-68221312-1&cid

=791809173.1526400818&jid=919713612&_gid=713868475.1526400818&gjid=1630045392
&_v=j67&z=2137322431

via <https://www.google-analytics.com/analytics.js>

Data is sent to: United States (adequate)

tr	facebook.com	Pixel	Session
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First found URL: <https://www.bidmark.co.uk/>

Cookie purpose description: Unclassified

Initiator: Script tag, page source line number 48

Source:

<https://www.facebook.com/tr/?id=1923836284549263&ev=PageView&dl=https%3A%2F%2Fwww.bidmark.co.uk%2F&rl=https%3A%2F%2Fwww.bidmark.co.uk%2F&if=false&ts=1526400781265&sw=1024&sh=768&v=2.8.14&r=stable&ec=0&o=30&it=1526400781216>

via https://connect.facebook.net/en_US/fbevents.js

Data is sent to: United States (adequate)