



NOTTINGHAM EXPRESS TRANSIT

Nottingham Express Transit (NET) uses cookies on its website. By continuing to use our website <http://www.thetram.net> you will be accepting our use of cookies in accordance with this Cookie Notice.

If you do not wish to accept our use of cookies, you should either disable them (see the section below '**Managing the use cookies**' for information). Alternatively, you can stop using our website.

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 .

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



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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.

2. **Performance Cookies:** These cookies collect information about how visitors use a website (e.g. what pages they go to most often). The information these cookies collect is aggregated and is, therefore, anonymous. Such cookies are only used to improve how a website works.
3. **Functionality Cookies:** These cookies allow a website to remember choices you make (such as your user name, 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.
4. **Advertising Cookies:** These cookies are used to delivery adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement. They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website and this information is shared with other organisations, such as advertisers.

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.

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 here](#) .



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Performance cookies

Cookie Name	Source	Purpose	Expiry
_utmv	thetram.net	Saves user-defined tracking parameters for use in google analytics	Session
_utmz	thetram.net	Collects data on where the user came from, what search engine was used, what link was clicked and what search term was used	6 months
p.gif	Typekit.net	Ensures our fonts are displayed correctly	Session
_atuvs	thetram.net	Ensures that the updated counter is displayed to the user if a page is shared with the social sharing service AddThis	Session
Lang	cdn.syndication.twimg.com	Remembers users' language version on a website	Session
_utm.gif	google-analytics.com	Tracking code that logs details about a visitor's browser and computer	Session
_utma	thetram.net	Collects data on the number of times a user has visited the website as well as the date of the first and the most recent visit	2 years



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_utmb	thetram.net	Registers a timestamp with the exact time of when the user accessed the website	Session
_utmc	thetram.net	Registers a timestamp with the exact time of when the user leaves the website	Session
_utmt	thetram.net	Used to throttle the speed of requests to the server	Session
IDE	doubleclick.net	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	1 year

Functionality cookies

Cookie Name	Source	Purpose	Expiry
uvc	Addthis.com	Detects how often the social sharing service, AddThis, encounters the same user	1 year
vc	Addthis.com	Used by the social sharing platform AddThis	1 year
xtc	Addthis.com	Registers the user's sharing of content via social media	1 year



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_atuvc	thetram.net	Updates the counter of a website's social sharing features	1 year
uid	Addthis.com	Creates a unique, machine-generated user ID. The user ID is used to make it possible for the user to share content across social networks and provide detailed statistics to various providers	1 year
loc	Addthis.com	Geolocation, which is used to help providers determine how users who share information with each other are geographically located	1 year
mus	Addthis.com	Ensures the social sharing plugin AddThis works correctly	1 year
bt2	Addthis.com	Used by the social sharing platform AddThis to keep a record of parts of the website that have been visited in order to recommend other parts of the website	255 days
di2	Addthis.com	Allows users to share content directly from thetram.net via the AddThis share buttons	1 year
i/jot/syndication	Twitter.com	Used by the social networking service, Twitter,	Session



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		for tracking the use of embedded services	
fr	facebook.com	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months
lidc	Linkedin.com	Used by the social networking service, LinkedIn, for tracking the use of embedded services	Session
_at.cww	thetram.net	Used by the social sharing platform AddThis	Persistent
at-lojon-cache-#	thetram.net	Used by the social sharing platform AddThis	Persistent
at-rand	thetram.net	Used by the social sharing platform AddThis	Persistent
PREF	youtube.com	Registers a unique ID that is used by Google to keep statistics of how the visitor uses You Tube videos across different websites.	8 months
sess	adnxs.com	Used to check if the user's browser supports cookies	Session
test_cookie	doubleclick.net	Used to check if the user's browser supports cookies	Session
YSC	youtube.com	Registers a unique ID to keep statistics of what videos from You Tube the user has seen	Session



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VISITOR_INFO1_LIVE	youtube.com	Used to estimate the users' bandwidth on pages with integrated You Tu be videos	179 days
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Advertising cookies

Cookie Name	Source	Purpose	Expiry
TDCPM	Adsrvr.org	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads	1 year
TDID	Adsrvr.org	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads	1 year
SEUNCY	Semasio.net	Registers a unique ID that identifies the user's device for return visits	179 days
TapAd_DID	Tapad.com	Used to determine what type of device (smartphones, tablets, computers, TVs etc.) is used by a user	2 months
TapAd_TS	Tapad.com	Used to determine what type of device (smartphones, tablets, computers, TVs etc.) is used by a user	2 months
r/collect	DoubleClick.net	Used to improve advertising.	Session
uuid2	adnxs.com	Registers a unique ID that identifies a returning user's	3 months



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		device. The ID is used for targeted ads	
tr	facebook.com	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Session
_atrf	thetram.net	Collects data on the user's visit to the website	Session

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 s.moss-pearce@tramlinknottingham.co.uk.