**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?*

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.

**Non-Essential Cookies**

Analytical or 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 does not currently use any cookies for marketing and tracking purposes.

Functionality Cookies:

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

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, 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 below:

|  |  |  |
| --- | --- | --- |
| **Name** | **Details** | **Expiry** |
| station\_origin | 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 |
| \_ga\_gat\_gid\_gat\_gtag\_UA\_ga\_custom\_gcl\_auIDE | **Google Analytics**Google Analytics uses these cookies to record the number of unique visitors to our site and the frequency of views each web page obtains. These cookies also store information on how visitors use a website and create analytics reports of the website’s performance. Google Tag Manager uses this cookie to experiment advertising efficiency of the website. Google DoubleClick IDE cookies store information about how the user uses the website to present them with relevant ads according to the user profile. | 2 years 2 years24 hours1 minute1 minute90 days13 months |
| \_atuvc\_atuvsbkdcbkuckdi2dtlocNIDptsessuidumuvcvcxtc | **AddThis**AddThis is a third party service that allows users to share content on a social network. The cookies are used to display the icons on some of the web pages around the Merseyrail website. For more information please see [http://www.addthis.com/privacy/opt-out](https://www.addthis.com/privacy/opt-out) | 2 years1 day6 months6 monthsEnd of session2 years1 month2 years6 monthsEnd of session1 day2 years2 years2 years2 years2 years |
| \_adroll\_ar\_v4\_te\_anjANONCHKccCfPckck1dids1134219080fidguest\_ididIDEiIPONJEB2khaosKRTBCOOKIE\_466MR6 months+A56PUBMDCIDput\_3644ptrlas3rpbrpxrtn1rumsesstest\_cookietuuidUM1UMDuuid2vi | **Retargeting banners**These third party cookies are used for targeted advertising purposes. For further information please see <https://www.adroll.com/en-GB/about/privacy>. | 13 months68 monthsEnd of session15 months1 day2 yearsEnd of sessionEnd of sessionEnd of session6 months6 months2 months2 years2 years2 years1 year30 years2 years6 months3 months6 months2 years3 months1 yearEnd of session6 months1 month1 month6 months2 years1 dayEnd of session2 years2 months2 years3 months2 months |
| Mando.Clients.Merseyrail.DestinationPlanner.PlannerSessionKey  | This cookie stores the users unique Id for the their Destination Merseyside planner. | 2 days |
| overviewPanel | This cookie stores whether or not to show the overview panel on the user’s screen. | end of session |
| ApplicationsGatewayAffinityCORS | This cookies ensures that the traffic is sticky to a server | end of session  |
| cf\_clearance | **Cloudflare**This 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 |

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 Dec 2023.