Cookie Policy

Last Updated:	20th November 2026

The Privacy and Electronic Communications Regulations (PECR) cover the use of cookies and similar technologies for storing information, and accessing information stored, on a user's equipment such as a computer or mobile device. Website owners are therefore required to notify their visitors on how cookies are used on their websites. PECR sits alongside the Data Protection Act 2018 (DPA) and the GDPR. It provides specific rules in relation to privacy and electronic communications. Where these rules apply, they take precedence over the DPA and the GDPR.

1. What are cookies?

A cookie is a small text file which is placed on your browser or the hard drive of your device (e.g. computer, tablet, mobile) when you visit a website. Cookies store information such as your personal preferences to help a website recognise your future visits. They help you in a number of ways such as present information you are interested in (relevant to your preferences) or even complete a form without you having to re-enter information you may have previously provided.

2. What types of cookies do we use?

The use of cookies allows us to deliver a better and more personalised service. Some of the cookies we use are essential for our website to operate.
We use first and third party cookies:

- **First party cookies** are set by our website. They are owned by our company 'Data Locator Group Ltd' and brand 'ThePrizeFinder.com'.
- **Third party cookies** are set by domains whose services we are using on our website. For example, we use analytics software 'Google Analytics' owned by Google to gain more insight and understand user behaviour on our website. It uses cookies to provide us with this information. We do not have control over how third party cookies work.

How long these cookies remain on your device is dependent on the type of cookie. There are two types of cookies;

- **Session cookies** are short-term cookies set without an expiration date. They are stored in temporary memory and erase when you close your web browser. They do not collect information from your device.
- **Persistent cookies** are long-term cookies set with an expiration date. They remain in your web browser and device until the expiration date has passed. However, it is possible for you to clear all cookies using your browser's settings.

3. What cookies are used on our website?

We have outlined the cookies used on our website and their purpose in the following categories; necessary cookies, preference cookies, statistic cookies and marketing cookies.

3.1 Strictly necessary Cookies

Strictly necessary cookies are essential for the functionality of our website.

Source	Provider	Party Type	Cookie Name	Purpose	Cookie Type	Expiration
ThePrizeFinder	Laravel	First Party	theprizefinder_live_ session	Holds details of the current user session. Maintains a user as logged in. Required for core functionality.	Session	2hrs
ThePrizeFinder	Laravel	First Party	remember_web_*	Activated by clicking 'remember me' upon login. Restores the user session on the next visit.	Persistent	400 days
ThePrizeFinder	Laravel	First Party	XSRF-TOKEN	Unique token used to verify that the authenticated user is the person actually making the request to the application.	Session	2hrs
Google	Google	Third Party	__Secure-STRP	Protects user sessions, prevents cross-site request forgery (CSRF) and abuse, and ensures secure transmission over HTTPS.	Sesion	Until closed
		Third Party	**__Secure-*** *(e.g., __Secure-1PSID, __Secure-3PSID, __Secure-ENID)*	Used by embedded third-party services (such as Google, YouTube, or payment processors) to authenticate sessions, secure data in transit, and prevent fraud.	Persistent	1 year
Google ReCAPTCHA	Google www.google.com	Third Party	_GRECAPTCHA	Set when reCAPTCHA executes to perform background risk analysis and distinguish legitimate human visitors from automated bots and spam.	Persistent	180 days (6 months)
	Google / Host domain	Third Party	rc::a	Used by Google reCAPTCHA to track and distinguish between human users and automated bots across sessions.	Persistent	180 days (6 months)
		Third Party	rc::b	Used by Google reCAPTCHA to temporarily store session state during background bot-detection checks.	Session	Until closed

		Third Party	rc::c	Used by Google reCAPTCHA to identify bots and maintain verification state during a browsing session.	Session	Until closed
		Third Party	rc::f	Used by Google reCAPTCHA to support bot detection and protect website forms and actions against malicious spam attacks.	Session	Until closed

3.2 Preferences Cookies

Preference cookies retain information to personalise your user experience of our website.

Source	Provider	Party Type	Cookie Name	Purpose	Cookie Type	Expiration

3.3 Statistic Cookies

Statistic cookies collect and report anonymous information on how you use our website. This insight helps us make decisions on how to improve our website.

Source	Provider	Party Type	Cookie Name	Purpose	Cookie Type	Expiration
Google Analytics 4	Google	Third Party	consent	Stores the user's consent preferences for tracking	HTTP Persistent	25 months
			_ga	Enables anonymous visitor tracking to generate statistical insights on our website.	Persistent	2 years

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			_gid	Enables anonymous visitor tracking to generate statistical insights on our website.	Persistent	24 hours
			_gat	Used to regulate request rate ensuring proper server resource allocation and preventing excessive data traffic.	Session	Until closed
			_gac	Stores campaign-related data and parameters, including traffic source (e.g. website or ad), the medium through which the user arrived (e.g. search or paid ads), campaign name, and associated marketing information	Persistent	90 days
			ga<property>	Assigns a randomly generated identifier to each user, ensuring anonymity while distinguishing individual visitors for analytical purposes.	Persistent	2 years
			_fbp	Used by Facebook for advertising purposes	Persistent	90 days
			AEC	Tracks the user's participation in Google's A/B testing and experimentation programs	HTTP Persistent	25 months

Other technology details

Source	Provider	Party Type	Technology Name	Purpose	Technology Type	Expiration
Google Analytics 4	Google	Third Party	gtag.js	Collects data about visitor activity on the website such as pages visited, links clicked, and time spent on the site. It sends the data to Google Analytics for analysing website traffic and user behaviour.	JavaScript	Session

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3.4 Marketing Cookies

Marketing cookies help display relevant advertising that you may be interested in. This is based on your browsing behaviour.

Source	Provider	Party Type	Cookie Name	Purpose	Cookie Type	Expiration
Prebid.org	Prebid	Third Party	_pubcid	Holds the record of consent for enabling/disabling ad prebidding.	Persistent	1824 days
brealtime.com	CloudFlare	Third Party	__cfduid	Cookie associated with sites using CloudFlare, used to speed up page load times and identify malicious botnets and prevent Denial of Service (DoS) attacks.	Persistent	1 year
biddr.brealtime.com		Third Party	dt	Cookie associated with sites using CloudFlare, used to speed up page load times and identify malicious botnets and prevent Denial of Service (DoS) attacks.	Session	End of browser session
amazon-adsystem.com	Amazon	Third Party	ad-id	Used by Amazon Advertising to register user actions and target content on the website based on advertisement clicks on a different website.	Persistent	7 months
		Third Party	ad-privacy	Records if a user has opted-out of personalised ads from Amazon for this browser.	Persistent	5 years
flashtalking.com	Flashtalking	Third Party	_D9J	Its purpose is to do with the display of advertisements on the site.	Persistent	1 year
		Third Party	flashtalkingad1	Registers and tracks which advertisements the user has been shown	Persistent	2 years
criteo.com	Criteo.com	Third Party	uid	Esablishes the likelihood of user engagement based on the user's browsing data to serve content they may be interested in	Persistent	3 months
		Third Party	zdi	Analyses zone effectiveness	Persistent	1 year

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criteo.com / Doubleclick	Google	Third Party	DSID	Links user activity across devices	Persistent	2 weeks
		Third Party	IDE	Optimises, reports and personalises online ads	Persistent	3 months
		Third Party	__gads	Measures user interactions with the ads on our website. It's purpose is to prevent the same ads from being shown to you too many times.	Persistent	16 months
		Third Party	__fbc	this cookie only sets if you arrive on our website by clicking on an advertisement. It contains a unique ID to track back this user interaction to the advertisement clicked.	Persistent	3 months
		Third Party	__fbp	Identifies browsers for the purposes of providing advertising and site analytics services	Persistent	3 months
		Third Party	premutive-id	Stores an anonymous unique id for the user to serve behavioural targeted advertisements	Persistent	10 months
		Third Party	permutive-session	Measures the effectiveness of advertisements during the user's visit	Persistent	10 months
Doubleclick	Google	Third Party	__gads	Measures user interactions with the ads on our website. It's purpose is to prevent the same ads from being shown to you too many times.	Persistent	2 years
		Third Party	DSID	Links user activity across devices	Persistent	2 years
		Third Party	IDE	Optimises, reports and personalises online ads	Persistent	4 months
		Third Party	_fbc	this cookie only sets if you arrive on our website by clicking on a Facebook advertisement. It contains a unique ID to track back this user interaction to the advertisement clicked.	Persistent	3 months
		Third Party	_fbp	Identifies browsers for the purposes of providing advertising and site analytics services	Persistent	3 months
		Third Party	premutive-id	Stores an anonymous unique id for the user to serve behavioural targeted advertisements	Persistent	3 years
		Third Party	permutive-session	Measures the effectiveness of advertisements during the user's visit	Persistent	3 years

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		Third Party	__mggpc__	Supports advertising functions, ad personalization, conversion tracking, and campaign measurement across Google properties and partner sites.	Persistent	1 year
rubiconproject.com	Rubicon	Third Party	audit	Used to record cookie consent	session	End of browser session
		Third Party	khaos	Anonymous user identifier for analytics of advertising campaigns	session	End of browser session
		Third Party	put_*	A unique ID to allow an advertiser to sync their own information about an end user and use that to bid on ads on the Rubicon Project advertising exchange.	persistent	1 month
		Third Party	pux	Dates of when information in the put_* and sput cookies expires and should be refreshed.	persistent	3 months
		Third Party	rpb	Analytics: Publisher and partner-owned audience segments used for private marketplaces and audience-based planning and forecasting in Orders.	session	End of browser session
adtech.de	Verizon Media	Third Party	eAPID	Displays relevant advertisments to the user	persistent	1 year
google.co.uk / google.com	Google	Third Party	1P_JAR	Generates unique user IDs to gather website statistics, and track conversion rates of ads	persistent	1 month
		Third Party	NID	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.	persistent	6 months
		Third Party	SAPISID	Stores the preferences and information of users each time they visit	session	End of browser session
		Third Party	CONSENT	Gathers user consent	persistent	4 months
		Third Party	SSID	Measures the number of users and their behaviour on our website	session	End of browser session
		Third Party	SIDCC	Protects user data from unauthorised access	persistent	3 months
		Third Party	UULE	sends precise location information from your browser to Google's servers so Google can return location-relevant search results and ads. It is only present when location sharing is enabled in your browser. [1, 2, 3, 4]	persistent	5hrs

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		Third Party	SEARCH_ SAMESITE	Stops the browser from sharing the cookie in cross-origin contexts, which reduces information leakage and protects against cross-site request forgery (CSRF) attacks.	persistent	6 months
		Third Party	HSID	Security and authentication cookie set by Google that stores a digitally signed and encrypted record of a user's Google Account ID and most recent sign-in time	persistent	2 years
		Third Party	FCCDCF	Remembers whether users have accepted, rejected, or customized their consent for cookies, tracking, and personalized ads. This helps ThePrizeFinder display appropriate content and ads based on legal requirements without repeatedly asking for consent.	Persistent	13 months
		Third Party	APISID	Used to support ad personalization, track interactions with marketing campaigns, and save certain user preferences.	Persistent	2 years
		First Party	__gpi	deliver personalized ads, cap how often a visitor sees the same ad, and prevent ad fraud.	Persistent	13 months
		First Party	__eoi	deliver personalized ads, cap how often a visitor sees the same ad, and prevent ad fraud.	Persistent	6 months

Please note, our advertisers may also use cookies, over which we have no control. You can block cookies by activating the setting on your browser which allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies as soon you visit our website.

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4. How do you agree to the use of cookies?

By clicking the 'I agree' button in our cookie message which displays at the top of your browser window when you visit our website, you agree to the use of our cookies. A link is also present to this cookie policy regarding cookie usage in the message.

5. How do you remove or disable cookies?

If you do not wish to accept cookies on your device you can remove or disable them by adjusting the settings in your browser. However, this will affect the functionality of our website thus affecting your online experience.

6. How do you manage cookies?

You can find instructions on how to manage your cookies (enable/disable them) in your desktop browsers via the following links; Internet Explorer, Google Chrome, Mozilla Firefox and Safari. More information on controlling or deleting cookies is available at www.AboutCookies.org. Cookies on mobile and tablet devices can be managed via the device's settings app.