Cookie	Name	Category	Purpose	More information	Expiry and type
UUID, UUIDC, MT_MISC, MT_MOP, OPTOUT, DIGITRUST.V1.IDENTITY	Verizon	Marketing	To collect demographic and interest data, as well as device type, carrier, city and state to provide relevant messaging to users.	More information can be found here: https://www.verizon.com/about/privacy/full-privacy-policy	13 months, 13 months, 30 days, 30 days, 5 years, 13 months respectively 1st Party
NID, SID, IDE, ANID, DSID, FLC, AID, TAID	Adwords Conversion Tag	Marketing	To track actions completed on the website such as Purchases, App Installs, Sign-Ups.	More information can be found here: https://policies.google.com/technologies/partner-sites	The cookie duration can be set anywhere between 7 and 90 days 3rd Party
IDE, DSID, FLC, AID, TAID, exchange_uid	DoubleClick (now known as Google Marketing Platform)	Marketing	DoubleClick (now known as Google Marketing Platform) is a tool used by advertisers to run display, paid search and other media in order to drive consumer engagement and action. It also shows users more relevant content based on what is relevant to them. Can also link activity across devices for users who have previously logged in elsewhere.	If you opt out of ad personalisation using Google's Ads Settings, you will no longer receive personalised advertising from Google but you will still be used for performance reporting. Read more here (external link) Remarketing is a feature that lets us customise ads for people who have previously visited the site. To opt out, visit here (external link) DoubleClick uses cookies to improve advertising. Some common applications are to target advertising based on what's relevant to a user, to improve reporting on campaign performance, and to avoid showing ads the user has already seen. Read more here (external link) By default, gtag.js has automatic cookie	2 years 3rd Party

				domain configuration enabled. When enabled, automatic cookie domain configuration sets the _ga cookie to the highest level domain it can here (external link)	
IDE, DSID, FLC, AID, TAID, exchange_uid	DoubleClick Ad Exchange	Marketing	DoubleClick (now known as Google Marketing Platform) is a tool used by advertisers to run display, paid search and other media in order to drive consumer engagement and action. It also shows users more relevant content based on what is relevant to them. Can also link activity across devices for users who have previously logged in elsewhere.	If you opt out of ad personalisation using Google's Ads Settings, you will no longer receive personalised advertising from Google but you will still be used for performance reporting. Read more here (external link) Remarketing is a feature that lets us customise ads for people who have previously visited the site. To opt out, visit here (external link) DoubleClick uses cookies to improve advertising. Some common applications are to target advertising based on what's relevant to a user, to improve reporting on campaign performance, and to avoid showing ads the user has already seen. Read more here (external link) By default, gtag.js has automatic cookie domain configuration enabled. When enabled, automatic cookie domain configuration sets the _ga cookie to the highest level domain it can here (external link)	2 years 3rd Party
IDE, DSID, FLC, AID, TAID, exchange_uid	DoubleClick Floodlight	Marketing	DoubleClick (now known as Google Marketing Platform) is a tool used by advertisers to run display, paid search and other media in order to drive consumer engagement and action. It also shows	If you opt out of ad personalisation using Google's Ads Settings, you will no longer receive personalised advertising from Google but you will still be used for performance reporting. Read more here	2 years 3rd Party

			users more relevant content based on what is relevant to them. Can also link activity across devices for users who have previously logged in elsewhere.	(external link) Remarketing is a feature that lets us customise ads for people who have previously visited the site. To opt out, visit here (external link) DoubleClick uses cookies to improve advertising. Some common applications are to target advertising based on what's relevant to a user, to improve reporting on campaign performance, and to avoid showing ads the user has already seen. Read more here (external link) By default, gtag.js has automatic cookie domain configuration enabled. When enabled, automatic cookie domain configuration sets the _ga cookie to the highest level domain it can here (external link)	
_fbp	Facebook Custom Audiences	Marketing	Custom Audiences enables the creation of audiences based on existing contacts, to retarget on FB via the Audience Network.	Further information can be found here (external link)	90 Days 3rd Party
_ga, _gid, _gat, _gac_, **AMP_TOKEN**	Google Analytics	Analytics	Cookies are used to distinguish users on the site as part of colating their actions performed. Cookies are also used pass key campaign-related data to platforms such as Google Ads.	To opt out of being tracked by Google Analytics across all websites visit here (external link) Further information can be found here (external link)	2 years 1st Party
IDE, DSID, FLC, AID, TAID, **exchange_uid**	Google DoubleClick Spotlight	Marketing	DoubleClick (now known as Google Marketing Platform) is a tool used by advertisers to run display, paid search and other media in order to drive consumer engagement and action. It also shows users more relevant content based on	If you opt out of ad personalisation using Google's Ads Settings, you will no longer receive personalised advertising from Google but you will still be used for performance reporting. Read more here (external link)	2 years 3rd Party

			what is relevant to them. Can also link activity across devices for users who have previously logged in elsewhere.	Remarketing is a feature that lets us customise ads for people who have previously visited the site. To opt out, visit here (external link) DoubleClick uses cookies to improve advertising. Some common applications are to target advertising based on what's relevant to a user, to improve reporting on campaign performance, and to avoid showing ads the user has already seen. Read more here (external link) By default, gtag.js has automatic cookie domain configuration enabled. When enabled, automatic cookie domain configuration sets the _ga cookie to the highest level domain it can here (external link)	
NID, SID, IDE, ANID, DSID, FLC, AID, TAID	Google AdWords Conversion	Marketing	This cookie tells Arriva Bus UK which customers have made a purchase after being directed to the website by Google AdWords.	Further information can be found here (external link)	90 Days 3rd Party
Some of the cookies we commonly use are listed below. This list is not exhaustive, but it is intended to illustrate the primary purposes for which we typically set cookies. If you visit one of our websites, the site will set some or all of the following cookies: **MUID, MC1 and MSFPC** **ANON. Contains the ANID**	Microsoft Ads UET tag	Marketing	Track what happens after someone has clicked on your ad. MUID, MC1 and MSFPC. Identifies unique web browsers visiting Microsoft sites. These cookies are used for advertising, site analytics and other operational purposes. ANON. Contains the ANID, a unique identifier derived from your Microsoft account, which is used for advertising,	Further information can be found here (external link)	13 months 1st Party

CC **PPAuth, MSPAuth,** **MSNRPSAuth, KievRPSAuth,** **WLSSC, MSPProf.** **MC0** **MS0** **NAP** **MH** **•childinfo, kcdob, kcrelid, kcru,** **pcfm.** **MR** **x-ms-gateway-slice** **TOptOut**			personalisation and operational purposes. It is also used to preserve your choice to opt out of interest-based advertising from Microsoft if you have chosen to associate the opt-out with your Microsoft account. CC. Contains a country code as determined from your IP address. PPAuth, MSPAuth, MSNRPSAuth, KievRPSAuth, WLSSC, MSPProf. Helps to authenticate you when you sign in with your Microsoft account. MC0. Detects whether cookies are enabled in the browser. MS0. Identifies a specific session. NAP. Contains an encrypted version of your country, postcode, age, gender, language and occupation, if known, based on your Microsoft account profile. MH. Appears on co-branded sites where Microsoft is partnering with an advertiser. This cookie identifies the advertiser, so the right ad is selected. childinfo, kcdob, kcrelid, kcru, pcfm. Contains information that Microsoft account uses within its pages in relation to child accounts. MR. Used to collect information for analytics purposes.		

			x-ms-gateway-slice. Identifies a gateway for load balancing.		
			TOptOut. Records your decision not to receive interest-based advertising delivered by Microsoft. In addition to the cookies Microsoft sets when you visit our websites, third parties can also set cookies when you visit Microsoft sites. For example: Companies we hire to provide services on our behalf, such as site analytics, place cookies when you visit our sites. See opt out links below. Companies that deliver content, such as videos or news, or ads on Microsoft sites, place cookies on their own. These companies use the data they process in accordance with their privacy policies, which may enable these companies to collect and combine information about your activities across websites, apps or online services.		
PREF **NID** **HSID** **APISID** **SID**	Google Recaptcha	Necessary	These are essential site cookies, used by the Google reCAPTCHA which is a security featured used on some of our forms. These cookies use a unique identifier for tracking purposes.	Further information can be found here (external link)	6 Months 3rd Party
_cf_bm **_zendesk_session** **_zendesk_shared_session** **_zendesk_authenticated** **_zendesk_cookie**	ZenDesk	Necessary	Zendesk is a cloud-based customer service support solution which supports Arriva with customer services and query management.	Further information can be found here (external link)	Up to 10 years 1st Party

_voice_session **_app_market_session** **__cfduid** **__cfduid** **_cfruid** **ob** **_ob_pub-9dc679b8d** **7a3ce7af1** **cebb6a169a466c** **ajs_anonymous_id** **ajs_group_id** **ajs_user_id** **JAR** **APISID** **CONSENT** **DV** **HSID** **NID** **SAPISID** **SID** **SIDCC** **SSID** **wsid** **_utma** **_utmb** **_utmc** **_utmt** **_utmv** **_utmz** **_cfduid** **force_refresh** **ASTATUS** **_biz_flagsA** **_biz_nA** **_biz_pendingA** **_biz_sid**				

_biz_uid **_zlcmid** **__zlcmid** **__zlcprivacy** **_dc_gtm_UA-4089380-13** **connect.sid** **_ga** **_gat** **_gat_uaTrackerAll** **_ceg.s** **_ceg.u** **_ar_v4** **_cfduid** **csrftoken** **optimizelyBuckets** **optimizelyEndUserId** **optimizelySegments** **_zlcmid** **zdash_status** **_biz_flagsA** **_biz_nA** **_biz_pendingA** **_biz_sid** **_biz_uid** **_zte2095** **_help_center_session** **_zendesk_authenticated** **_zendesk_session** **_zendesk_shared_session** **_zendesk_cookie** **_embeddable_server_session** **_theming_center_session** **hc-{user_identifier}-preview** **hc-{user_identifier}-nbmin** **hc-{user_identifier}-pbmin** **__cfduid**				

_ZD-automaticAnswers					
.ABS	Session Cookie	Necessary	This cookie is essential for our site to allow users to be recognised, so that any page changes, or item or data selections they do is remembered from page to page. The most common example of this functionality is the shopping cart feature of any e-commerce site. When you visit one page of a catalogue and select some items, the session cookie remembers your selection so your shopping cart will have the items you selected when you are ready to check out. Without session cookies, if you click CHECKOUT, the new page does not recognize your past activities on prior pages and your shopping cart will always be empty.		
SessionId	ASP.NET_ SessionId	Necessary	This cookie contains the user's session ID and the cookie will expire at the end of the session (when you close your browser). This cookie does not store personal data about you.		
Auth Cookie	Forms Cookie	Necessary	This cookie is essential and is used to tell the Web Application who you are, by looking at information such as your login Id and validate certain aspects such as permissions when accessing the site.		
Referer Cookie	Referer Cookie	Necessary	This Cookie stores referrer site information such as the URL of the site that you came from to reach the Arriva Bus website.		
IsFromEcommerce Cookie	IsFromEcommerce Cookie	Necessary	This cookie indicates whether the users has come through from the Arriva Bus Ecommerce site.		

IsFromEtcCookie	IsFromEtcCookie	Necessary	This Cookie indicates whether the user is in the process of applying for "Employer Traveller Club" scheme.		
_cfduid	_cfduid	Necessary	This cookie is essential the __cfduid cookie is used to override any security restrictions based on the IP address the visitor is coming from. For example, if the visitor is in a coffee shop where there are a bunch of infected machines, but the visitor's machine is known trusted, then the cookie can override the security setting. It does not correspond to any userid in the web application, nor does the cookie store any personally identifiable information.	For further information please visit here (external link)	
Whoson	Whoson	Necessary	This cookie is used with the whoson service to help us provide on-line help services to the visitors of our website. This cookie holds a random number to uniquely identify a visitor. The cookie does not store any personally identifiable information.	For further information please visit here (external link)	
LJBEACON_LT LJBEACON_ST	LetsJoin Analytics	Necessary	The LetsJoin analytics system uses cookies, log file data and embedded code to gather information regarding visitor activity on Arriva's free Wi-Fi services. The data gathered is sent to Arriva's analytics partner, LetsJoin, for analysis and reporting. Arriva uses this information to help improve the services it provides to its users.		
free_wifi	WiFi Service	Necessary	Arriva uses data contained within the free_wifi cookie to help it identify the vehicle Wi-Fi service that you are currently using. This information helps Arriva and its analytics partner, LetsJoin,		

			to target improvements to the Wi-Fi data service.		
LJANWDNT	Do No Track option	Necessary	If you choose not to support the analytics and data gathering on the Arriva Wi-Fi service when prompted, this Do Not Track cookie is set on to a non-user-identifiable value. This cookie allows you to opt out of other data gathering cookies. If it is present, no individual/trackable cookies will be set.		
Permutive	Permutive DMP	Marketing	Stores information on user engagement with Arriva's site. Used to inform digital advertising activity.	A 'cookieless' solution. The script reads the 1st party cookie owned by the publisher and identifies user actions on page for each session.	Session 1st Party
Adnxs	AppNexus	Marketing	Indicates actions performed on site. For example, users who have purchased a ticket. Used to inform digital advertising.		90 Days 1st Party
utag_main	Tealium	Necessary	Used by Tealium Tag Manager to store a unique visitor ID, a session ID and to persist data about the visitor's interaction with the website, e.g. this is necessary to generate the consent manager which is housed inside utag.js (the Tealium IQ tag) which holds all the Tealium-related code. This file needs to run to generate the consent manager.	For further information please visit https://community.tealiumiq.com/t5/iQ-Tag-Management/Tealium-Cookies/ta-p/138

Tealium uses a script called utag.js which creates and maintains a single cookie called utag_main | 1 year First party |
| **TAPID** | Tealium | Performance | Tealium tag - used by tealium tag manager for tracking visitors between domains by storing unique id on the user's first visit | A user that has disabled third-party cookies will not receive the Tealium TAPID cookie, but will continue to receive the first-party cookie, utag_main_vid.

To learn how to opt out of performance cookies using your browser settings visit here (https://www.aboutcookies.org/). Note that opting out may impact the | 1 year Third party |

| | | | | functionality you receive when visiting the AUKB website.

For further information please visit https://community.tealiumiq.com/t5/iQ-Tag-Management/How-Tealium-Uses-Cookies/ta-p/23440 | |
|---|---|---|---|---|---|
| **dtCookie1**
dtLatC
dtPC
dtSa2
rxVisitor
rxvt | Dynatrace | Performance | Dynatrace provides an AI powered software intelligence platform. This covers observability all the way from the infrastructure level, to the applications and to the performance of end users. For this specific engagement, the end user monitoring is the focus. | Data captured is focused around performance. For example, at the infrastructure level, looking for resource consumption like CPU, Memory etc. At the application level, individual traces are captured for each transaction, with a focus on response time and errors rather than any data being passed through. At the user's end, Dynatrace captures the actions taken by a user and again a focus on the performance areas like response times and errors encountered by the user. All data captured is linked and so a user of Dynatrace can drill all the way from a users click, right down to where it was executed in an IT estate.

For further information please visit https://www.dynatrace.com/support/help/how-to-use-dynatrace/data-privacy-and-security/data-privacy/cookies/

https://www.dynatrace.com/support/help/how-to-use-dynatrace/data-privacy-and-security/data-privacy/dynatrace-compliance-with-gdpr-for-eu-citizens/ | dtCookie1 - session
dtLatC - session
dtPC - session
dtSa2 - session
rxVisitor - permanent
rxvt - session |

_click CLID	Microsoft Clarity	Performance	Clarity is a user behaviour analytics tool, which helps us understand how customers are interacting with our website. Features include: Session Recordings, Heatmaps and Website usage.	Clarity captures user interactions on our website such as how the page has rendered and what interactions you had on our website such as mouse movements, clicks, scrolls, etc. Clarity is GDPR compliant as a data controller. For more information, see the Microsoft Privacy Statement. The data will be retained for consumption up to a period of 12 months from the time of recording.	_click: Stored on the domain using Clarity and expires after 1 year CLID: Stored on Clarity domain and expires after 1 year
_lfuuid	Web Insights (leadforensics.com)	Performance	Web Insights uses advanced analytics to identify an organisations IP address via cookies.	The _lfuuid cookie allows a website to track visitor behaviour on the sites on which the cookie is installed. Tracking is performed anonymously until a user identifies themselves by submitting a form. For more information, see the Web Insights Privacy Statement.	10 years (persistent) Third party