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Cookies

Last updated: 16th May 2019

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Introduction

By accessing and using our websites or other services, you are agreeing to the terms of this policy and our privacy policy.

We may update this cookie policy from time to time and will post any changes on our website at www.itv.com.

What are cookies?

Cookies are small files of letters and numbers. These files are either stored in the memory of your computer or other device such as mobile phones or tablet devices (these cookies are generally known as session cookies) or are placed on the hard drive of your device (generally known as persistent cookies).

Cookies are created when you visit a website or other service that uses cookies. Cookies are commonly used to help the user's browsing experience and provide more information about the user's experience and interests. This information is generally used to make content, services and advertising more relevant and useful during future visits.

For more details about cookies and details of how to delete and disable cookies you can visit www.aboutcookies.org and also see our section on more information and turning cookies off [below](#).

How does ITV use cookies?

We use cookies on our websites and other services (including www.itv.com and the ITV Hub services) to distinguish you from other users, provide some of the functionality of our services, analyse user interaction and control the serving of advertising. More details can be found in the [ITV Cookies](#) section below. Generally we use two types of cookies; functional and analytical.

We use functional cookies to help provide our services, so for example:

- to allow you to access your stored information if you have registered with us;
- by recognising your preferences when you return to our services;
- by enabling us to serve the appropriate regionalised service relevant to your location; or
- by limiting the number of times that any adverts which you view on our services are repeated within a short space of time.

We use analytical cookies to review and analyse user interactivity with our services, including in relation to content and advertising. For example, we may use analytical cookies to:

- recognise and to count the number of visitors to our services;
- to see how you and other users move around within our services and to record which content viewers view; or
- determine when advertising has been served and to which users.

This information helps us to improve our services and may help us provide you with recommendations or more relevant or targeted advertising.

When do you issue cookies?

Unless you have adjusted your browser settings (where possible) to limit the use of cookies, our systems will issue cookies as soon as you visit our websites or access other services. If you have limited cookie use, then please be aware that some of the functionality of our services may not be available to you.

Please note that not all of the cookies on our sites are set by us. Please see the list of [third party](#) cookies below for more information about third party cookies.

What cookies does ITV use?

A list of [ITV](#) and [third party](#) cookies that we use is included below. We may also use additional cookies for particular services, for example in our programme apps. Further details of these additional cookies can be found by visiting the service in question. For example, further details of any additional cookies used in a programme app can usually be found in the terms and conditions information for that particular app.

When do our cookies expire?

Most of the cookies on our websites expire at the end of your current session on our website. However, some of our cookies have an extended lifespan. Some of our cookies are persistent and will never expire, including Flash cookies.

Where can I find more information about cookies, and how do I turn cookies off or delete cookies?

Find out more about cookies, including how to disable/enable and delete them, at the following website www.aboutcookies.org.

You can block most cookies (except for Flash cookies) by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you block all cookies (including essential cookies) you may not be able to access all or parts of our services, or you may experience reduced functionality when accessing certain services. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies as soon you visit our website.

You can opt-out of receiving cookies from a range of ad servers (including, among others, Doubleclick, Videology, AudienceScience, Flashtalking and Microsoft) by visiting

www.youronlinechoices.com and following the instructions provided.

Generally, you can't delete Flash cookies (also known as local shared objects) with browser controls, but Adobe's website at www.adobe.com provides information on how to delete or disable Flash cookies. Click here for [details](#). Please note that if you disable Flash cookies, you may not be able to play content on the ITV Hub.

Android App

On the ITV Hub Android app you can use the Reset App feature to clear data that's related to the app and stored locally on your device.

You may still receive push notifications after resetting the app, as this particular feature is not set by your device's local storage. Push Notifications can be enabled or disabled in your device settings.

The Reset App feature can only be used when Parental Controls has been disabled. If you attempt to reset the app with Parental Controls enabled, you'll be prompted to deactivate before you can reset.

How to use the Reset App feature:

- Launch the app
- Go to "Settings" from the app overflow menu
- Select "Reset the ITV Hub App" in "Settings"
- If Parental Controls are enabled, you'll be prompted to disable them in order to proceed
- Once you've successfully reset the app, it will close and you'll need to relaunch it to continue your journey

Please be aware that using the Reset App feature will have the following effects:

- Your Last Watched items will no longer be available
- If you previously allowed the ITV Hub to access your device location, this will be forgotten
- You'll be logged out of the app and the app will close
- You'll be prompted to opt in to Push Notifications again when you next launch the app
- You'll see the Chromecast introduction again
- You'll be prompted to accept our Cookies Policy
- You'll be prompted to review the app once you've watched a show to the end
- If you previously enabled Subtitles, your Subtitle preferences will be reset

ITV Hub iOS App

On the ITV Hub iOS App you can use the Reset App feature to clear data related to the app that is stored locally on your device.

You may still receive push notifications after resetting the app as this feature is not set by your device's local storage. Push Notifications can be disabled in your device settings.

If you have Parental Controls enabled, they'll still be enabled after resetting the app. The only way to disable Parental Controls is go into "Settings" within the app and disable them. You'll be asked to input the correct PIN before being granted access to turn them off.

Steps to use the 'Reset App' feature:

- Launch the app

- Go to settings and select "Reset the ITV Hub"
- The app will automatically relaunch

Please be aware that using the Reset App feature will have the following effects:

- Your Last Watched items will no longer be available
- If you previously allowed the ITV Hub to access your device location, this will be forgotten
- You'll be logged out of the app and the app will close
- You'll be prompted to opt in to Push Notifications again when you next launch the app
- You'll see the Chromecast introduction again
- You'll be prompted to accept our Cookies Policy
- You'll be prompted to review the app once you've watched a show to the end
- If you previously enabled Subtitles, your Subtitle preferences will be reset
- Downloads will be deleted

ITV Hub TvOS App

On the ITV Hub tvOS App you can use the Reset App feature to clear data related to the app that is stored locally on your device.

If you have Parental Controls enabled, they'll still be enabled after resetting the app. The only way to disable Parental Controls is go into "Settings" within the app and disable them. You'll be asked to input the correct PIN before being granted access to turn them off.

Steps to use the 'Reset App' feature:

- Launch the app
- Go to settings and select "Reset the ITV Hub"
- The app will automatically relaunch

Please be aware that using the Reset App feature will have the following effects:

- Your Last Watched items will no longer be available
- If you previously shared your postcode so that we could find your broadcaster, this will be forgotten
- You'll be logged out of the app and the app will close
- You'll be prompted to accept our Cookies Policy
- If you previously enabled Subtitles, your Subtitle preferences will be reset

****ITV Hub Apps on connected TVs, Freeview, Youview, Freesat, tv streaming devices or games consoles****

If you would like to reset your ITV Hub app on the big screen - whether you're watching via your Connected TV, or a streaming device - please give our Viewer Support team a call on 0344 88 14150 and they can talk you through the process.

Operating system identifiers

If you download the ITV Hub app on a mobile device with a Google Android or Apple iOS operating system then we check the status of user identifiers provided by that operating system. We will pass on that identifier and its status to permitted third parties so that they can serve you advertisements which are of particular relevance to you and for analytics purposes. Access to this identifier is subject to us and our permitted third parties complying with the relevant platform terms and conditions. You can

opt out of us passing the identifier in this way or reset your advertising ID at any point within the settings on your mobile device.

Contact us

Our full details are set out in our [privacy](#) notice. You can email us with any questions, queries or complaints at itvhubhelp@itv.com

ITV COOKIES

ITV cookies on itv.com (including ITV Hub on itv.com)

itv.Region: remembers the region in which you are located, which enables us to serve region specific content to you.

has_js: identifies whether a user has javascript turned on/off. If javascript is turned off many of our website functions will not work correctly.

itvpreferences.sol: stores your subtitle and volume preferences for the ITV Hub so that you don't have to set them each time you visit.

ITVAutoresume.sol: stores the last point you reached in a video you were watching so you can resume watching from the last point you reached.

ITV.Autoplay: automatically plays the next episode in a series on ITV Hub.

Itv.CookiePolicy: determines whether our cookie policy message has been accepted.

Itv.ParentalControls: stores your pin number and secret answers for parental controls.

Itv.Session: is used for registration and login authentication.

Itv.LastWatched: is used to store the episodes that have been watched on a particular browser.

VT_RT1 through to VT_RT12, VT_NEWT and VT_SEENFCID: are cookies set by ITV's ad server and are used to provide more relevant advertising to our users.

Itv.RandID: used to gradually roll out new features and updates on ITV Hub.

ITV cookies on the ITV News app

Your set location - if you choose to set a location either based on your current device location or by searching for a place, the resulting location is stored on your device. This drives a search for content based on the chosen location to deliver relevant content from that area.

Followed stories - if you choose to follow a story, an identifier for that story is stored and used to drive a search based on that story.

Notifications - if you choose to receive notifications of story updates we will store that choice and use it to select notifications for you.

Cookies on the ITV Box Office website

Strictly Necessary:

OptanonConsent: This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the users browser, when consent is not given. The cookie has a normal lifespan of one year, so that returning visitors to the site will have their preferences remembered. It contains no information that can identify the site visitor.

OptanonAlertBoxClosed: This cookie is set after visitors have seen a cookie information notice. It enables the website not to show the message more than once to a user. The cookie has a one year lifespan and contains no personal information.

PHPSESSID: Cookie generated by applications based on the PHP language. This is a general purpose identifier used to maintain user session variables. It is normally a random generated number, how it is used can be specific to the site, but a good example is maintaining a logged-in status for a user between pages.

AWSELB: This cookie name is associated with the Amazon Web Services Elastic Load Balancing functionality for routing client request on the server.

ci_session: Cookie normally associated with the CodeIgniter framework for building PHP based applications. Usually used to maintain a user state during a browser session for consistency of user experience. By default the cookie is destroyed when the browser session ends, in which case it can be Strictly Necessary. However, it can optionally be stored in a database and be used for tracking users or other purposes, in such cases a category of Strictly Necessary will probably not apply.

__utma: This host is used by OneTrust for hosting the Cookie Consent tool script. It is used to manage cookies on websites.

__cfduid: This cookie is used by the cookie compliance solution from OneTrust. It is set by the CloudFlare service to identify trusted web traffic. It does not correspond to any user id in the web application, nor does the cookie store any personally identifiable information. [Click here](#) for more information

Performance and Targeting Cookies:

_ga: This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports. By default it is set to expire after 2 years, although this is customisable by website owners.

ai_user: This cookie name is associated with the Microsoft Application Insights software, which collects statistical usage and telemetry information for apps built on the Azure cloud platform. This is a unique user identifier cookie enabling counting of the number of users accessing the application over time.

ai_session: This cookie name is associated with the Microsoft Application Insights software, which collects statistical usage and telemetry information for apps built on the Azure cloud platform. This is a unique anonymous session identifier cookie.

_gid: This Google Analytics cookie is used to track users as they navigate the website and help improve the website's usability.

__zlcmid: Live chat widget sets the cookies to store the Zopim Live Chat ID used to identify a device across visits.

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

IDE: This domain is owned by Doubleclick (Google). The main business activity is: Doubleclick is Googles real time bidding advertising exchange

id: This domain is owned by Doubleclick (Google). The main business activity is: Doubleclick is Googles real time bidding advertising exchange

APISID: A cookie used by Google to display personalised advertisements on Google sites, based on recent searches and previous interactions.

SSID: A cookie used by Google to display personalised advertisements on Google sites, based on recent searches and previous interactions.

SID: A cookie used by Google to display personalised advertisements on Google sites, based on recent searches and previous interactions.

SAPISID: A cookie used by Google to collect information about how visitors use our Site.

HSID: A cookie used by Google to collect information about how visitors use our Site.

_gat_gtag_UA_106072257_2: A Google Analytics cookie used to keep a record of visitor statistics.

_gat_gtag_UA_106072257_3: A Google Analytics cookie used to keep a record of visitor statistics.

_cfduid: This cookie is used by the cookie compliance solution from OneTrust. It is set by the CloudFlare service to identify trusted web traffic. It does not correspond to any user id in the web application, nor does the cookie store any personally identifiable information. [Click here](#) for more information

AWSALB: These cookies are used by our chat provider Zendesk, which collects information like your IP address, location, browser type, platform, chat history, pages you visit during the chat session, chat start time, chat duration and how many times the user has visited. Additionally, if the visitor provides details of their name, email address and phone number, it will be saved on Zendesk. Zendesk continues to store these details according to their Privacy policy. You can set your browser to block or alert you about these cookies, but the chat function our website will not then work. Source: <https://imspeople.com/cookie-policy/>

ITV cookies on the ITV Hub app

Region Value: is used to remember the region in which you are located, which enables us to serve region specific content to you.

Last Watched Info: is used to remember the latest videos you watched on the app.

Progress through video: stores the position you watched up to on your device, so you can pick up from where you left off.

2 Hour Ad Rule: is used to ensure that you do not have to keep watching the same ad breaks if you close the app or rewind or fast-forward within a programme. This cookie is not used in the Android version of ITV Hub.

Feed Refresh: is used to refresh the application data feeds within the app to bring you the most recent content.

Guidance/PIN Settings: is used to remember your parental control preferences and encrypted PIN and email address so that once you have set your parental control preferences and/or PIN, we will remember your settings.

PIN Reset: enables us to reset your parental control PIN if you ask us to. This will use the information captured in the PIN Settings as described above.

Unique Identifier: is used to identify your device as a unique user of our services. This enables us to track collective usage of the app to learn about how our customers use the service. This is a generic ID that cannot be attributed directly to you but does enable us to track usage.

VisualOn cookies are used to support Hub playout in some versions of our Android app.

Fabric cookies are used to help track app crashes and errors to help us improve the apps performance in both the iOS and Android app.

UrbanAirship's cookies are used to support push notifications in the ITV Hub app. These notifications allow us to tell viewers about new and returning shows they may be interested in, where they have opted-in to receiving notifications.

BC_BANDWIDTH: is a Brightcove cookie that detects bandwidth in order in order to manage progressive download of video to the user's device.

ITV cookies on Connected TV - HTML app available on Samsung (2012+), Amazon Fire TV, Freeview Play, YouView and YouView / Sony devices, Xbox

UID / UIDR: unique user ID used to track video plays and allows ITV to generate an accurate picture of activity in our app.

itv-location: persists a user's broadcaster region. This data ensures that a user is associated with the correct local broadcaster (i.e. ITV, STV) and receives the correct programming for their geographic location.

itv-broadcaster: persists a user's broadcaster (i.e. ITV, STV). This ensures that users receive the correct programming for their geographic location.

itv-skip-location: persists a user's choice as to whether they want to see a location reminder message on starting the app, in the instance where a location has not been previously provided.

itv-greeted: indicates whether the user is launching the app for the first time so that the Hub knows

whether or not to show the welcome screen.

tv-guid: is an anonymous device ID used only in aggregated form, and is mainly used for monitoring error messages.

itv-parental-controls: is used this to remember your parental control settings. This cookie is not used on YouView devices.

itv-productions: allows us to remember where in a programme you stopped watching, so we can let you resume from there. It also remembers what ad breaks you've watched so that we can administer our fair ad-policy.

itv-guidance-accepted: tells us that a user has seen the guidance pop-up, has confirmed their age and has accepted our terms and conditions.

ITV cookies on Connected TV – Now TV app

ITV/postcode: persists a user's broadcaster region. This data ensures that a user is associated with the correct local broadcaster (i.e. ITV, STV) and receives the correct programming for their geographic location. The broadcast region is derived when a full or partial postcode is entered on first launching the app. Postcode data is stored but is only used for the purposes of identifying a broadcast region.

ITV/pinEnabled: is used to remember if you've set up parental controls in the ITV app.

ITV/pinCode: allows us to remember your parental control code if it's set.

ITV/broadcaster: persists a user's broadcaster (i.e. ITV, STV). This ensures that users receive the correct programming for their geographic location.

ITV/r and ITV/rd: allow us to remember programmes you've stopped watching, so we can let you resume from there. It also remembers what ad breaks you've watched so that we can administer our fair ad-policy.

ITV cookies on Connected TV – Legacy AIR app (Samsung 2011 TVs)

Region: stores the broadcaster region determined by entering your postcode.

Guidance: stores the user's guidance status if the user has seen a guidance message. It also stores the user's PIN, if one has been set.

ITV cookies on Connected TV – Legacy Freesat App

We also use a cookie in the ITV Hub on Freesat. This cookie allows us to identify your Freesat device as a unique user of our services, so that we can track usage of the ITV Hub to learn about how our customers use the service. This is a generic ID that cannot be attributed directly to you personally. The cookie will not expire, and cannot be deleted or blocked.

ITV cookies set on the ITV Responsibility website

itv.cookiepolicy: determines whether our cookie policy message has been accepted.

wordfence_verifiedHuman, wfvt_2519572663: Wordfence use cookies to: (1) uniquely identify visitors; (2) track a user who was previously logged into WordPress but has logged out to ensure that that they are not shown user cached pages; and (3) if a user has visited a unique page that allows them to bypass a country blocking a cookie, is set to identify that user so that country blocking does not prevent them from viewing the site.

_cfduid: is used to override security restrictions based on the IP address the user is coming from, where appropriate (for example, where the user's device is known and trusted). It does not correspond to any user ID in the web application, nor does the cookie store any personally identifiable information.

ITV cookies set on the ITV competitions website

bonus-modal: bonus modal hashed value (local storage)

image-modal: image modal hashed value (local storage)

phoneNumber: stores a user's phone number only when remember me selected

ITV cookies on the ITV Choice website

Timezone Preference: is written automatically when a user visits the site for the first time, based on the location we detect for them (which is, in turn, based on their IP address). It is then changed whenever they choose a different location from the selector.

prevcountrycod: this cookie stores the location of the previous timezone selected by the user if this has been changed.

Session: is a standard cookie that identifies the user to the server and does not persist once the browser is closed.

X-Mapping-fjhppofk: is used for load balancing,i.e. it ties the visitor to the specific server (amongst several back up/load balancers) which delivered content.

THIRD PARTY COOKIES

ComScore cookies

ns_cookietest,ns_session:

ComScoreuses these cookies to provide ITV with analytical information about ourusers. ComScore cookies collect data onuser traffic and engagement with our services.

Google Analytics cookies

_utma, _utmoz, _utmb, _utmc, _utmt, _ga, _gat, _gid

Google Analytics uses these cookies to provide ITV with analytical information about the use of our services.

SAS cookies

MID, HINT

SAS cookies identify whether a user has cookies enabled and anonymously identify visitors. This information allows us to ensure a consistent and relevant advertising experience, and helps us to apply caps on the frequency with which users see particular adverts.

Quantcast cookies

_qca

Quantcast is a digital advertising company. They provide website rankings and the data they collect is also used for audience segmentation and targeted advertising.

DoubleClick cookies

DoubleClick (part of Google) uses cookies and IP address analysis to identify unique users of our website (through the collection of non-personally identifiable information) and to track the conversion rates for particular advertising campaigns, to help serve advertisements which are of particular relevance to you, and to control the frequency with which particular advertisements are displayed to our users.

Innovid Cookies

Innovid use cookies to track the reach and frequency of advertising campaigns.

Local Storage cookies

has_had_free_trial (localStorage and sessionStorage)

A value that holds the status of a logged in user pertaining to their Hub+ free trial period.

Mediaplex (now Conversant) cookies

Conversant uses cookies to help serve advertisements which are of particular relevance to you, to measure the reach of particular advertising campaigns and to control the frequency with which particular advertisements are served to users of our website.

Mediamind cookies

Mediamind use cookies to help serve advertisements which are of particular relevance to you, to measure the reach of particular advertising campaigns, to control the frequency with which particular advertisements are served to users of our website, to recognise when a particular user has opted out from the use of cookies and to measure how many of our users see the advertisements served.

Flashtalking cookies

Flashtalking uses cookies to track the conversion rates for particular advertising campaigns, to help serve advertisements which are of particular relevance to you and to measure how many of our users see the advertisements served.

Broadcasters' Audience Research Board (BARB) and Kantar Media cookies

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We are currently participating in a research project carried out by the Broadcasters' Audience Research Board (BARB) to gather anonymised statistics about the usage of media players. The aim is to understand the number of users and the extent of use of these players and the content within them. Several other major broadcasters are also participating in the project. BARB has chosen Kantar Media to collect this data through the use of cookies that are placed on your device when you use the ITV Hub. All data is collected anonymously and will not be used by ITV for any other purpose but for this project.

Adobe Site Catalyst cookies

s_sq, s_cc, s_c4

Adobe uses these cookies to store information about the previous link clicked within the website, and to determine what cookies are enabled in the user's browser.

YouTube cookies

demographics, dkv, s_tempdata-1666356427, VISITOR_INFO1_LIVE, recently_watched_video_id_list, use_hitbox, ACTIVITY, PREF

YouTube uses these cookies to analyse traffic from embedded videos on the ITV press centre site. We also use YouTube to embed a selection of videos on the ITV Choice website.

PayPal cookies

The websites [itv.com/comps](https://www.itv.com/comps) and [itvboxoffice.com](https://www.itvboxoffice.com) provide you with the option of paying via PayPal. PayPal uses cookies when you visit or interact with its sites, services, applications, tools or messaging. PayPal may use cookies, web beacons, and other similar technologies for storing information to help provide you with a better, faster, and safer experience and for advertising purposes.

Pay and Shop Limited (trading as Realex) cookies

JSESSIONID

The [itvboxoffice.com](https://www.itvboxoffice.com) website provides you with the option of paying by credit card. The payment services provider, Realex, uses this cookie to keep track of user purchase sessions.

Apple (App Store service)

The App Store uses cookies on iOS devices to enable subscriptions to our Hub+ service and also to publish the iOS Hub app.

Tapad cookies

Tapad_DID

We are conducting a research project relating to Love Island 2018 which is being run by On Device Research Limited (On Device). On Device uses an adtech company called Tapads to confirm whether a user is a member of On Device's research panel. Tapads will use cookies that are placed on your device when you use the ITV Hub to enable OnDevice determine whether you are a member of On Device's research panel for the purpose of On Device conducting the research around Love Island 2018. These cookies will expire after 60 days and will not be used by ITV, On Device or Tapads for any other purpose but this research project.

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