

Manage Cookies

You can manage which cookies are set on your device, but if you disable cookies, some parts of our Sites* may not work properly. Some cookies are essential for the operation of our Sites. Please read our [Cookie Policy](#) .

To turn off all cookies used by the FT for personalised advertising you will need to follow steps 1 to 3 below.

Step 1: Adverts based on your use of FT Sites[Learn more](#)

We help you see adverts with products and services that are relevant to you, based on your characteristics, your online activity and your interests.

On	Off
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If you turn this off, you will still see the same number of adverts but they may be less relevant. You may continue to see adverts that are targeted to you based on other information.

By clicking the button below you are accepting cookies in accordance with our [Cookie Policy](#)

Accept & save settings

Step 2: Adverts based on your online activity

We use third party cookies on our Sites to serve you with advertisements that we believe are relevant to you and your interests. You may see these advertisements on our Sites and on other sites that you visit. You can opt out of our use of these cookies using the options below.

Follow the links below for each site's policies and instructions to opt out:

Feedback

You will need to make these changes on every browser you use.

Salesforce DMP Manage Cookies	Salesforce DMP is our data management platform. It is used to help us better understand our audience and to serve more relevant advertising based on your browsing activity.
Google Doubleclick Manage Cookies	Google is our main advertising platform and is also used by some advertisers to buy adverts that appear on our Sites.
TrustX Manage Cookies with About Ads	TrustX is an advertising platform used just in the United States of America and is managed as a co-operative of publishers.
Smart Adserver Manage Cookies	Smart Adserver is an advertising platform used in some European countries.
Scoota Manage Cookies with Your Ad Choices	Scoota is an advertising platform used to help with production and hosting of advertising creative.
Skimlinks - Manage Cookies	Skimlink technology is used for attribution purposes to link ecommerce purchases to our brand (howtospendit.com only).
Oracle Data Cloud Manage Cookies	Oracle Data Cloud is a digital measurement platform that enables us to monitor advert viewability and analyse invalid traffic.
Google - Manage Cookies	Advertising systems that some advertisers use to buy adverts on our Sites.
The Trade Desk - Manage Cookies	
MediaMath - Manage Cookies with About Ads	
AppNexus - Manage Cookies	
DataXu - Manage Cookies	

Alternatively, you can use the below two links to manage all of the above cookies; this will impact your cookie settings across the Internet, not just on FT.com:

[YourAdChoices \(Digital Advertising Alliance\)](#)

[Your Online Choices](#)

By opting out of these types of cookie on each browser and device you use, you will stop receiving adverts that are targeted specifically to you; however you will still see the same number of adverts on our Sites, which may include contextual adverts that are not targeted based on your personal information.

Step 3: Third party cookies that help us deliver other functionality

We also use third party cookies to optimise marketing performance and to measure the effectiveness of our advertising on other websites. This includes:

[Google](#) - [Manage Cookies with Google Ad Settings](#)

[Twitter](#) - [Manage Cookies with Your Ad Choices](#)

[LinkedIn](#) - [Manage Cookies with LinkedIn Ad Settings](#)

Other ways to opt out

You can also manage your cookies via your browser settings. For more information, please visit your browser's help page.

The FT has a number of advertising partners, providing a range of services such as:

- Contextual advertising – adverts related to the content you're reading
- Run of site advertising – adverts shown to everyone visiting certain pages
- Personalised advertising – based on data we have about you.

Some advertisers and third parties will personalise adverts based on data you have provided to them, to the extent that you have consented to this. To fully understand how these third parties process personal information, please review their policies. You can manage your cookie settings with these partners by visiting the links below.

For more details of the cookies used for advertising please visit:

www.allaboutcookies.org

Please log in to FT.com before making changes to the “Step 1: Adverts based on your use of FT Sites” setting, to ensure these changes are applied across all of your devices.

* FT Sites as defined in our [Cookie Policy](#) : This Cookie Policy applies to all websites and web applications which link to this policy and are published by FT companies (“Sites”).

Feedback