



TREMARK

Detailed Cookie & Tracking Technology List

Cookies and Similar Technologies

What are cookies and why do we use them?

Cookies are small text files that are created and stored on your browser or the hard drive of your computer by websites that you visit to enable the website to operate properly to 'remember' who you are and to monitor website traffic. Cookies are generally only visible to the website that serves them and not to other websites.

Cookies are used on our Website to 'remember' information so that it can be passed from page to page and to collect website statistics. This statistical data collected may be used to help improve our Website and the services that we offer to you. Some of our cookies will also recognise you as a previous visitor the next time you visit our Website to improve your experience.

Some of the technologies we use, including Leadoo, may use cookies or similar technologies such as ETags to recognise a browser or device and connect activity across browsing sessions. These technologies help us understand Website engagement, improve the performance of our Website and respond to enquiries submitted through chat, bot or form features.

You can manage or delete cookies and similar technologies through your browser settings. This may include blocking cookies, deleting cookies or clearing your browser cache. If you block or delete cookies, some parts of our Website may not function as intended.

We may use the following types of cookies:

Cookie	Domain	Description	Duration	Type
CLID	www.clarity.ms	Microsoft Clarity set this cookie to store information about how visitors interact with the website. The cookie helps to provide an analysis report. The data collection includes the number of visitors, where they visit the website, and the pages visited.	1 year	Analytics
F24_autolD	www.tremark.co.uk	This is a temporary identifier on a local machine or phone browser that helps Force24 track anonymous information to be later married up with f24_personid. If this is left anonymous it will be deleted after 6 months . Non-essential, first party, 1 year, persistent.	6 months / 1 year	Advertisement
f24_personId	www.tremark.co.uk	This is an ID generated per individual contact in the Force24 system to be able to track behaviour and form submissions into the Force24 system from outside sources per user. This	1 year	Advertisement

Cookie	Domain	Description	Duration	Type
		is used for personalisation and ability to segment decisions for further communications. Non-essential, first party, 1 year, persistent.		
Etag	http://iapi.leadoo.com/	Leadoo uses HTTP ETags to recognise returning visitors and connect website visits across sessions. ETags function similarly to cookies but are stored in the browser cache rather than as traditional browser cookies.	Persistent (until browser cache is cleared)	Analytics
_gcl_au	.tremark.co.uk	Google Tag Manager sets the cookie to experiment advertisement efficiency of websites using their services.	3 months	Analytics
_clck	.tremark.co.uk	Microsoft Clarity sets this cookie to retain the browser's Clarity User ID and settings exclusive to that website. This guarantees that actions taken during subsequent visits to the same website will be linked to the same user ID.	1 year	Analytics
_ga	.tremark.co.uk	Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.	1 year 1 month 4 days	Analytics
_gid	.tremark.co.uk	Google Analytics sets this cookie to store information on how visitors use a website while also creating an analytics report of the website's performance. Some of the collected data includes the number of visitors, their source, and the pages they visit anonymously.	1 day	Analytics
_gat_UA-*	.tremark.co.uk	Google Analytics sets this cookie for user behaviour tracking.	1 minute	Analytics

Cookie	Domain	Description	Duration	Type
ga*	.tremark.co.uk	Google Analytics sets this cookie to store and count page views.	1 year 1 month 4 days	Analytics
_clsk	.tremark.co.uk	Microsoft Clarity sets this cookie to store and consolidate a user's pageviews into a single session recording.	1 day	Analytics
pa_uid	.prfct.co	Perfect Audience sets this cookie for advertising purposes based on user behaviour data.	1 year 1 month 4 days	Advertisement
pa_twitter_ts	.prfct.co	Perfect Audience sets this cookie to collect information about how visitors use the website.	1 year 1 month 4 days	Advertisement
pa_yahoo_ts	.prfct.co	Perfect Audience sets this cookie to collect information in a way that does not directly identify anyone, including the number of visitors to the website and blog.	1 year 1 month 4 days	Advertisement
pa_openx_ts	.prfct.co	Perfect Audience sets this cookie to collect information in a way that does not directly identify anyone, including the number of visitors to the website and blog.	1 year 1 month 4 days	Advertisement
pa_google_ts	.prfct.co	Perfect Audience sets this cookie to collect information about how visitors use the website.	1 year 1 month 4 days	Advertisement
pa_rubicon_ts	.prfct.co	Perfect Audience sets this cookie to collect information about how visitors use the website.	1 year 1 month 4 days	Advertisement
receive-cookie-deprecation	.adnxs.com	No description	1 year 1 month 4 days	Other

Cookie	Domain	Description	Duration	Type
XANDR_PAN ID	.adnxs.com	No description	3 months	Other
uuid2	.adnxs.com	The uuid2 cookie is set by AppNexus and records information that helps differentiate between devices and browsers. This information is used to pick out ads delivered by the platform and assess the ad performance and its attribute payment.	3 months	Advertisement
anj	.adnxs.com	AppNexus sets the anj cookie that contains data stating whether a cookie ID is synced with partners.	3 months	Advertisement
personalization_id	.twitter.com	Twitter sets this cookie to integrate and share features for social media and also store information about how the user uses the website, for tracking and targeting.	1 year 1 month 4 days	Advertisement
SM	.c.clarity.ms	Microsoft Clarity cookie set this cookie for synchronizing the MUID across Microsoft domains.	session	Analytics
MUID	.clarity.ms	Bing sets this cookie to recognise unique web browsers visiting Microsoft sites. This cookie is used for advertising, site analytics, and other operations.	1 year 24 days	Advertisement
MUID	.bing.com	Bing sets this cookie to recognise unique web browsers visiting Microsoft sites. This cookie is used for advertising, site analytics, and other operations.	1 year 24 days	Advertisement
MR	.c.bing.com	This cookie, set by Bing, is used to collect user information for analytics purposes.	7 days	Analytics
SRM_B	.c.bing.com	Used by Microsoft Advertising as a unique ID for visitors.	1 year 24 days	Performance

Cookie	Domain	Description	Duration	Type
MR	.c.clarity.ms	This cookie, set by Bing, is used to collect user information for analytics purposes.	7 days	Analytics
ANONCHK	.c.clarity.ms	The ANONCHK cookie, set by Bing, is used to store a user's session ID and verify ads' clicks on the Bing search engine. The cookie helps in reporting and personalization as well.	10 minutes	Advertisement

Strictly necessary cookies. These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website or make use of services.

Analytical or performance cookies. These allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

Functionality cookies. These are used to recognise you when you return to our website. 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).

Targeting cookies. These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

How to manage cookies

Most internet browsers accept cookies automatically however, you can accept, delete or disable cookies if you wish; the process for which can usually be found in your internet browser's 'Help' menu.

For more information about cookies and instructions on how to adjust your browsers settings to accept, delete or reject cookies, see the IAB website

– <http://www.youronlinechoices.com/uk/>

The relevant page for adjusting your browser settings is available here.

<http://www.youronlinechoices.com/uk/five-top-tips>.

If you disable cookies then, whilst you may be able to browse all of our Website, some of the cookies we use may be essential for our Website to operate and some features may, therefore, not be available to you. Unless you have adjusted your browser settings so that it will refuse cookies, our system will issue cookies as soon as you visit our Website.

Cookies we use

If you use your browser settings to block all cookies (including necessary cookies) you may not be able to access all or parts of our Website.

Third parties may also use cookies, over which we have no control. To deactivate the use of third-party advertising cookies, you may visit the consumer page to manage the use of these types of cookies.

Contact Us

If you have any questions about this Notice, the way we process personal data or any aspect of our Website, please write to Data Protection at Tremark Associates Limited, Joshua Chambers, 332 York Road, Leeds, LS9 9DN, email: dataprotection@tremark.co.uk or telephone +44 (0)113 2636466

For further information on data protection, please visit the Information Commissioners Office (ICO) website.

The Information Commissioners Office regulates data protection. If you feel that your information has not been handled correctly, or you are unhappy with our response to any requests you have made to us regarding the use of your personal information, you have the right to lodge a complaint with the Information Commissioners Office.

You can contact them by calling 0303 123 1113 or visit the website.

Approval & Version Control

Version	Date	Description	Approved By
1.0	05/06/2026	Initial Release	EMT