Cookie Notice

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This Cookie Notice describes how Equifax Limited ("**Equifax**," "**we**," "**us**," and "**our**") uses cookies and similar technologies on the myEquifax app (the "**App**"), **Equifax.co.uk** website, **Equifax Online Help** and the **Equifax Workforce Solutions** website (the "**Website**"). This is for a few reasons like to provide essential services, make sure the Website (or App) functions as it should, help us analyse and understand how you use it, personalise your experience and show you adverts relevant to you and your interests on the Website and on third party platforms.

The **MyEquifax and Website Privacy Notice** explains how we collect and use your information more generally when you visit the Website or App, create an account with us or otherwise interact with us. This Cookie Notice explains specifically how we use cookies and similar technologies and your choices regarding their use.

CONTENT OF THIS COOKIE NOTICE:

1. **What are cookies and similar technologies?**
2. **Who can drop cookies on my device?**
3. **What types of cookies do we use and why?**
4. **Managing cookies**
5. **The cookies we use**
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1. WHAT ARE COOKIES AND SIMILAR TECHNOLOGIES?

Cookies are small text files saved to your device (computer, smartphone, tablet or any other device from which you access the internet) when you visit a website. These files do not contain personal data but they do contain an identifier that allows website owners to associate personal data with a particular device. With your permission where required, cookies can collect, record and share information about you and/or your device.

In addition to cookies, we use similar technologies, such as web beacons (also called pixel tags or clear gifs) (and Software Development Kits (SDKs) within our mobile app). For ease, we use the term cookies to refer to both technical cookies and similar technologies.

Cookies can do lots of different jobs, such as remembering your language preferences and login details for future visits, and generally improving your user experience. They can also help to ensure that adverts you see online are more relevant to you.

You can find more information about cookies at **All About Cookies** and **Your Online Choices**. You can watch a video about cookies **here**.

2. WHO CAN DROP COOKIES ON MY DEVICE?

At Equifax we use 'first-party' and 'third-party' cookies:

- **First-party cookies** are placed on your device by Equifax. We use first-party cookies to, for example, enable the Website to function correctly and better understand your use of the Website.
- **Third-party cookies** are placed on your device by our selected partners and service providers. Equifax uses third-party cookies to, for example, measure visits to the Website, and show you relevant advertisements.

3. WHAT TYPES OF COOKIES DO WE USE AND WHY?

When you visit the Website, strictly necessary cookies will be set on your device. Other non-essential cookies (described below) will also be set on your device if you choose to accept them.

Cookie type	What do they do
Strictly necessary	These cookies are essential to enable you to move around the Website/App and use its features, such as accessing secure areas of the Website/App. Without these cookies certain services cannot be provided. They also allow the Website/App to remember choices you make, such as your username, language or the region you're in. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites. These cookies can't be disabled.
Functional and Personalisation	These cookies enable the Website to provide enhanced functionality and personalise content to you. You can choose against these cookies being set on your device.
Performance and analytics	These cookies are used for analytics purposes and to help us improve the Website for our users. For example, they might help us understand which pages visitors go to most often and where error messages are displayed. These cookies typically collect and process information at an aggregated and often anonymous level. You can choose against these cookies being set on your device.
Advertising and targeting	These cookies are used to make marketing messages more relevant to you and to deliver advertising to you on third party platforms. They perform functions like: - preventing the same advertisement from continuously reappearing; - ensuring that advertisements are properly displayed; - selecting advertisements that are based on your interests; and

	● measuring the number of advertisements displayed and their performance, such as how many times you clicked on a given advertisement. These are usually third-party cookies (as described above). Disabling these cookies won't reduce the number of promotions you see but will mean they are less personalised. You can choose against these cookies being set on your device.

4. MANAGING COOKIES

Strictly necessary cookies will be set automatically when you visit the Website/App. Non-essential cookies, such as performance and analytics, and advertising and targeting cookies, will only be set if you choose to accept them. Users can select which non-essential cookies are set via the cookie banner pop-up shown when a device first visits the Website. We use both "session cookies", which expire when you close your browser, and "persistent cookies", which expire after a set period of time (even if you close your browser).

You can update your cookie settings at any time via Equifax's cookie preference centre **here**. You can also manage and delete cookies by changing your internet browser settings, although this may prevent the Website from working properly. Browser instructions have been provided below or you can visit **All About Cookies** for more information.

Desktop browser instructions:

- **Mozilla Firefox**
- **Google Chrome**
- **Internet Explorer**
- **Apple Safari**
- **Microsoft Edge**

Mobile browser instructions:

- **Firefox on Android**
- **Firefox on iOS**
- **Google Chrome on Android**
- **Google Chrome on iOS**
- **Safari on iOS**

Click **here** for instructions to opt-out of being tracked by Google Analytics across all websites.

Please be aware that if you use different devices to view and access the internet (e.g. your computer and smartphone), you will need to ensure that each browser on each device is adjusted to suit your cookie preferences.

5. THE COOKIES WE USE

We currently use the following cookies on the Website:

Cookie type	Cookie provider	Cookie purpose
Strictly necessary	• Bootstrap • Adobe Launch • Liferay • Tomcat	Stores necessary cookies to remember user preferences, which subsequently allows/blocks other cookies from being deployed. Learn more: • **https://cheq.ai/cookie-policy/** • **http://www.adobe.com/privacy/marketing-cloud.html** • **https://www.liferay.com/privacy-policy** • **https://www.apache.org/foundation/policies/privacy.html**
Strictly necessary	• YouTube	We embed videos from our official YouTube channel using YouTube's privacy-enhanced mode. This mode may set cookies on your computer once you click on the YouTube video player, but YouTube will not store personally-identifiable cookie information for playbacks of embedded videos using the privacy-enhanced mode. These necessary cookies are to verify ID for security purposes. Learn more: • **https://support.google.com/youtube/answer/171780**
Strictly necessary	• Kount	Cookies from Kount are set for the purposes of fraud detection. These cookies store unique values to help identify and protect against fraud. Learn more: • **https://kount.com/legal/privacy-policy**
Strictly necessary	• Qualtrics	Qualtrics is a user experience management platform that allows Equifax to survey website users so that we can continue to enhance the user experience for visitors to our website and to serve messaging to website visitors. Learn more: • **https://www.qualtrics.com/cookie-statement/**
Performance and analytics	• Adobe Analytics	Utilised to give us insights into how our users interact with the Website. The information collected is anonymous and statistical in nature, including the number of visitors to the Website, how they find the site, the pages they visit, and whether they visit the website more than once. Learn more:

		• **http://www.adobe.com/privacy/marketing-cloud.html**
Performance and analytics	• Adobe Target	Provides on-site personalisation services, which allow us to test new content and make our Website more relevant to you enabling a better user experience, and a consistent experience across multiple visits. Learn more: • **https://experienceleague.adobe.com/docs/core-services/interface/administration/ec-cookies/cookies-target.html?lang=en**
Performance and analytics and advertising and targeting	• Google Analytics	Utilised to give us insights into how our users interact with the Website. The information collected is anonymous and statistical in nature, including the number of visitors to the Website, how they find the Website, the pages they visit, and whether they visit the Website more than once. Google Analytics also uses consent signals to determine if a user is willing to share signals for ad personalisation to Google's other advertising services. Learn more: • **https://support.google.com/analytics/answer/11397207** • **https://support.google.com/analytics/answer/14275483?hl=en**
Performance and analytics, and advertising and targeting	• LinkedIn Insight Tag • X Pixel	Enables social media campaign reporting about our Website visitors. These tracking methods are used to track conversions, allow tailored remarketing advertising, and enable deeper insight into our Website visitors' behaviour. Learn more: • **https://www.linkedin.com/help/linkedin/answer/a425606** • **https://business.x.com/en/help/campaign-measurement-and-analytics/conversion-tracking-for-websites**
Performance and analytics	• Optimizely	Optimizely personalisation services allow us to test new content and make our website more relevant to you enabling a better experience. Additional optional cookies are stored in order to provide a consistent experience across multiple visits. Learn more: • **https://support.optimizely.com/hc/en-us/articles/4410284260365-Cookies-and-localStorage-in-snippets**
Performance and analytics	• Oracle Eloqua	Used to track what website pages users are visiting, downloading and viewing. Cookies are also used to allow users to submit forms, allowing them to contact Equifax.

		Learn more: ● **https://docs.oracle.com/en/cloud/saas/marketing/eloqua-user/Help/EloquaAsynchronousTrackingScripts/EloquaAsynchronousTrackingScripts.htm**
Performance and analytics	● SessionCam/ Glassbox	Used to give us detailed information about how users interact with our Website. We use this information to improve our Website experience and remember users across multiple page views and visits. Learn more: ● **https://www.glassbox.com/sessioncam-privacy-policy/**
Performance and analytics	● YouTube	We embed videos from our official YouTube channel using YouTube's privacy-enhanced mode. This mode may set cookies on your computer once you click on the YouTube video player, but YouTube will not store personally-identifiable cookie information for playbacks of embedded videos using the privacy-enhanced mode. These cookies are to track viewer ID for retargeting purposes. Learn more: ● **https://support.google.com/youtube/answer/171780**
Advertising and targeting	● MiQ	MiQ deploys these cookies to collect, use, and disclose information about how users interact with our Website, third parties, and other digital properties. Some cookies exist only during a single session and some are persistent over multiple sessions over time. We use these technologies to remember user preferences, maximise the performance of our Website, provide you with offers that may be of interest to you, measure the effectiveness of advertising campaigns and to personalise online content. These cookies may also be used to track users across multiple visits for attribution and retargeting purposes. Learn more: ● **https://www.wearemiq.com/privacy-and-compliance**
Advertising and targeting	● Search Ads 360 ● Bing Ads	These cookies are used to measure ad and campaign performance and conversion rates for Google and Bing ads. Learn more: ● **https://support.google.com/sa360/answer/11055518?hl=en** ● **https://about.ads.microsoft.com/en-gb/policies/home**
Advertising and targeting	● Amazon Ads	We permit the use of these Amazon cookies and the data collected by them is owned by Amazon, to be used for targeting within the Amazon Advertising (Amazon DSP) platform. Their usage is bound by Advertising Policies related to Amazon's remarketing and conversion pixel requirements.

		Learn more: ● **https://www.amazon.co.uk/gp/help/customer/display.html?ie=UTF8&nodeId=201890250&ref_=a20m_us_fnav_l_cook_gb**
Advertising and targeting	● Quantcast	Quantcast uses these cookies to measure advertising performance, and remember users across multiple visits for attribution and retargeting purposes. Learn more: ● **https://www.quantcast.com/privacy/**
Advertising and targeting	● Rightmove ● Zoopla	Cookies used to measure advertising performance, and remember users across multiple visits for attribution and retargeting purposes. Learn more: ● **https://www.rightmove.co.uk/c/privacy-policy/** ● **https://www.zoopla.co.uk/privacy/**
Advertising and targeting	● Meta	Meta uses cookies to help show ads across their products, such as Facebook and Instagram. The cookies not only help to measure performance of ad campaigns but also provide non-identifiable insights about the people who interact with our ads. Meta also uses their 'oo' cookie, which has a lifespan of 400 days, to help you opt out of seeing ads from Meta based on your activity on third-party websites. Learn more: ● **https://www.facebook.com/privacy/policies/cookies** Meta users can opt-out of receiving targeted ads on Meta through their personal accounts here: ● **https://accountscenter.facebook.com/ad_preferences/ad_settings**

We currently use the following cookies on the App:

Cookie type	Cookie provider	Cookie purpose
Strictly necessary	● AppDome	These cookies are used for the purpose of security and store unique values to help identify and protect against security issues, such as malware and fraud. Learn more: ● **https://www.appdome.com/legal/privacy-policy/**

Strictly necessary	● Kount	Cookies from Kount are set for the purposes of fraud detection. These cookies store unique values to help identify and protect against fraud. Learn more: ● **https://kount.com/legal/privacy-policy**
Strictly necessary	● Firebase Remote Config	These cookies are used to ensure correct configuration is sent to end-user devices. This is necessary for app delivery and feature stability. Learn more: ● **https://firebase.google.com/support/privacy**

Strictly necessary	● Datadog	These cookies are used to validate app stability, performance, security and support technical triage. Necessary cookies are limited to the items below and include capturing of the device platform.
		    ● Error and Crash Tracking
		    ● HTTP Network Monitoring
		
		Learn more:
		    ● **https://www.datadoghq.com/legal/privacy/**

6. OTHER WEBSITES

This Cookie Notice and the Website/App include links to other third party websites that might be of interest to you. Equifax is not responsible for the security or privacy practices of other websites that you use through these links. You should always take care when using other websites, and read the relevant privacy notices to understand what information is being collected about you and how it is being used.