

# ALLIANTS COOKIE NOTICE

You're in control. It is your decision which cookies are permitted.

When you visit our website, it may store or retrieve information on your browser, mostly in the form of cookies. This information might be about you, your preferences or your device and is mostly used to make the site work as you expect it to. The information does not usually directly identify you, but it can give you a more personalised web experience.

Because we respect your right to privacy, you can choose not to allow some types of cookies. However, blocking some types of cookies may impact your experience of the site and the services we are able to offer.

Manage your cookies at any time in Cookie Settings.

For further information about the data that Alliants or Alliants Experience Platform (AXP) processes using the above cookies, please read our [Privacy Notice](#).

## About our cookies

A cookie is a small piece of data (text file) that a website – when visited by a user – asks your browser to store on your device in order to remember information about you, such as your language preference or login information. Those cookies are set by us and called first-party cookies. We also use third-party cookies – which are cookies from a domain different from the domain of the website you are visiting – for our advertising and marketing efforts. More specifically, we use cookies and other tracking technologies for the following purposes:

### PUBLIC

Alliants Limited | Registered in England & Wales  
Alliants Registered address: Alliants Limited, Fleming Court Leigh Road,  
Eastleigh, Southampton, Hampshire, United Kingdom,  
SO50 9PD  
Registration number: 6868886

## Strictly Necessary Cookies

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.

Cookie Subgroup	Cookies	Cookies used	Lifespan
alliants.com	<a href="#">OptanonConsent</a>	First Party	365 days
alliants.com	<a href="#">OptanonAlertBoxClosed</a>	First Party	365 days
www.alliants.com, zh.alliants.com, es.alliants.com, ar.alliants.com, fr.alliants.com	_cfuvid	First Party	session
alliants.app	test_rudder_cookie	First Party	1 year
helpcentre.alliants. app	recent_write	First Party	a few seconds

## Performance Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance.

Cookie Subgroup	Cookies	Cookies used	Lifespan
alliants.com, alliants.app	<a href="#">_ga</a>	First Party	1 year
alliants.com	<a href="#">_gid</a>	First Party	a few seconds
alliants.com	<a href="#">_gat UA-</a>	First Party	a few seconds
alliants.com, alliants.app	<a href="#">_ga xxxxxxxxxx</a>	First Party	1 year
trust.alliants.com	<a href="#">_dd_s</a>	First Party	a few seconds
alliants.app	rl_anonymous_id	First Party	1 year
alliants.app	rl_page_init_referrer	First Party	1 year
alliants.app	rl_group_id	First Party	a few seconds
alliants.app	rl_session	First Party	1 year
alliants.app	rl_page_init_referrin g_domain	First Party	a few seconds
alliants.app	rl_group_trait	First Party	a few seconds
www.datadoghq-brow ser-agent.com	dd_cookie_test_	Third Party	a few seconds

## Functional Cookies

These cookies enable the website to provide enhanced functionality and personalisation. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies then some or all of these services may not function properly.

### PUBLIC

Alliants Limited | Registered in England & Wales  
Alliants Registered address: Alliants Limited, Fleming Court Leigh Road,  
Eastleigh, Southampton, Hampshire, United Kingdom,  
SO50 9PD  
Registration number: 6868886

Cookie Subgroup	Cookies	Cookies used	Lifespan
alliants.app	_itinerary_session	First party	Session
alliants.app	sessionActive	First party	Session
alliants.app	cookieConsent	First party	Session
qr.alliants.app	PHPSESSID	First Party	1 Year
alliants.com, alliants.app	__tld__	First Party	session
trust.alliants.com	_secureframe_session	First Party	session
alliants.app	rl_auth_token	First Party	a few seconds
smooch.io	__cfuid	Third Party	1 Year

**PUBLIC**

Alliants Limited | Registered in England & Wales  
Alliants Registered address: Alliants Limited, Fleming Court Leigh Road,  
Eastleigh, Southampton, Hampshire, United Kingdom,  
SO50 9PD  
Registration number: 6868886

prod.website-files.com	__cf_bm	Third Party	a few seconds
vimeo.com	_cfuvid	Third Party	session
vimeo.com	__cf_bm	Third Party	a few seconds
accounts.spotify.com	csrf_token	Third Party	session
accounts.spotify.com	sp_tr	Third Party	session
accounts.spotify.com	__Host-device_id	Third Party	68 years
www.loom.com	__Host-psifi.analyticsTrace	Third Party	a few seconds
intercom.com	gtm_id	Third Party	1 year

**PUBLIC**

Alliants Limited | Registered in England & Wales  
Alliants Registered address: Alliants Limited, Fleming Court Leigh Road,  
Eastleigh, Southampton, Hampshire, United Kingdom,  
SO50 9PD  
Registration number: 6868886

www.loom.com	loom_referral_video	Third Party	session
loom.com	loom_anon_comment	Third Party	1 year
loom.com	ajs_anonymous_id	Third Party	1 year
www.loom.com	__Host-psifi.analyticsTraceV2	Third Party	a few seconds
intercom.io	intercom-device-id-xxxxxxxxxxxx	Third Party	9 months
intercom.io	intercom-id-xxxxxxx x	Third Party	9 months
intercom.io	intercom-session-xx xxxxxxxxxx	Third Party	6 days

## Targeting Cookies

These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you

### PUBLIC

Alliants Limited | Registered in England & Wales  
Alliants Registered address: Alliants Limited, Fleming Court Leigh Road,  
Eastleigh, Southampton, Hampshire, United Kingdom,  
SO50 9PD  
Registration number: 6868886

relevant adverts on other sites. They do not store directly personal information, but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

Cookie Subgroup	Cookies	Cookies used	Lifespan
alliants.com	<a href="#">_gcl_au</a>	First Party	2 months
www.alliants.com, es.alliants.com, zh.alliants.com,	_gat_UA-	First Party	session
alliants.app	rl_trait	First Party	A few seconds
alliants.app	rl_user_id	First Party	A few seconds
youtube.com	VISITOR_INFO1_LIVE	Third Party	5 Months
youtube.com	YSC	Third Party	1 Year
youtube.com	VISITOR_PRIVACY_METADATA	Third Party	5 Months
youtube.com	__Secure-xxxxxxx	Third Party	a few seconds
linkedin.com	li_gc	Third Party	5 Months

**PUBLIC**

Alliants Limited | Registered in England & Wales  
Alliants Registered address: Alliants Limited, Fleming Court Leigh Road,  
Eastleigh, Southampton, Hampshire, United Kingdom,  
SO50 9PD  
Registration number: 6868886

linkedin.com	lidc	Third Party	a few seconds
linkedin.com	bcookie	Third Party	1 Year
zoominfo.com	_cfuvid	Third Party	1 Year
zoominfo.com	__cf_bm	Third Party	A few seconds
ws.zoominfo.com	visitorId	Third Party	1 Year

**PUBLIC**

Alliants Limited | Registered in England & Wales  
Alliants Registered address: Alliants Limited, Fleming Court Leigh Road,  
Eastleigh, Southampton, Hampshire, United Kingdom,  
SO50 9PD  
Registration number: 6868886