



## Cookie Information

**Welcome to MOO's cookie information page. MOO respects your privacy and is committed to protecting your personal data. Please read the full [privacy policy](#) for more information.**

### **1. How this cookie list works**

This cookie list tells you how the MOO group of companies use cookies on the [moo.com](https://moo.com) website.

We're always trying to make things better at MOO, and that includes how we might use moo.com. Whenever you look at it, it's just a snapshot in time, for the time you look at it.

### **2. The sorts of things our cookies do**

Cookies help moo.com work better and provide lots of help in the background to make the process of being a moo.com customer a lot easier. You'd miss a lot of these things if they were gone – like it being easy to log in and move from page to page, and things staying in your cart while you go off and look at other pages.

Other cookies collect information about how visitors use moo.com, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and used to improve how moo.com works.

There are also cookies that allow moo.com to remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more personal features. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise. They may also be used to provide services you have asked for such as watching a video or commenting on a blog.

There are cookies that collect information about your browsing habits in order to make advertising delivered to you more relevant to you and your interests. They are usually placed by advertising networks with our permission. They remember that you have visited a website and this information is shared with other organisations such as advertisers. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organisation.



When you use moo.com, your device or browser may be sent cookies from third parties, for example when using embedded content and social network links. It's important for you to know that we have no access to or control over cookies used by these companies or third-party websites. We suggest you check the third-party websites for more information about their cookies and how to manage them.

### 3. The cookies list

Below you can see more information about the cookies we use, including who they belong to, their ID and why they are used. We've also included links to the third-party websites where you can go to find out more.

Vendor	Cookie ID	Purpose	More Information
Amazon	ad-id, ad-privacy	We advertise on Amazon's platform and tracks ads performance when a visitor clicks on an ad in Amazon.com.	<a href="https://www.amazon.com/gp/help/customer/display.html/ref=footer_privacy?ie=UTF8&amp;nodeId=468496">https://www.amazon.com/gp/help/customer/display.html/ref=footer_privacy?ie=UTF8&amp;nodeId=468496</a>
Google DoubleClick	test_cookie, IDE	We use Google DoubleClick and AdWords to measure the effectiveness of our online marketing campaigns.	<a href="https://policies.google.com/privacy?hl=en">https://policies.google.com/privacy?hl=en</a>
Extole	extole_access_token	Extole allows MOO users to refer friends to MOO's products for a discount in any of our products. The cookie tracks referrals made through the site.	<a href="https://www.extole.com/privacy-policy/">https://www.extole.com/privacy-policy/</a>
Facebook	fr	We use Facebook for advertising purposes. These cookies identify you on Facebook. They are used by Facebook and us for advertising retargeting purposes.	<a href="https://business.facebook.com/privacy/explanation">https://business.facebook.com/privacy/explanation</a>



Google Analytics	<b>Placed through moo.com cookies:</b> _ga, visitor_id, _gat_UA-66896-7, _ga_UA-66896-16	Google Analytics is a web analytics service provided by Google, Inc. Google Analytics sets a cookie in order to evaluate use of those services and compile a report for us.	<a href="https://support.google.com/analytics/answer/6004245?hl=en">https://support.google.com/analytics/answer/6004245?hl=en</a>
IBM Marketing Cloud	<b>Placed through moo.com cookies:</b> com.silverpop.iMA WebCookie, com.silverpop.iMA.session, com.silverpop.iMA.page_visit	We use IBM Marketing Cloud to send automated email campaigns to our prospective and returning customers.	<a href="https://www.ibm.com/privacy/us/en/?lnk=flg-priv-usen">https://www.ibm.com/privacy/us/en/?lnk=flg-priv-usen</a>
LinkedIn	BizoID, lang, UserMatchHistory, lidc, bcookie, bscookie	We use LinkedIn for advertising purposes. These cookies identify you on LinkedIn so we can target prospective customers more effectively. They are used by LinkedIn and us for advertising retargeting purposes.	<a href="https://www.linkedin.com/legal/privacy-policy">https://www.linkedin.com/legal/privacy-policy</a>
LiveChat	3rdparty, _lc_vv, message_text, __livechat, __livechat_lastvisit, main_window_timestamp	LiveChat is a customer support chat platform that allows our users to communicate with our customer support team. The cookies tracks last time users interacted with CS, timestamps, etc.	<a href="https://www.livechatinc.com/privacy-policy/">https://www.livechatinc.com/privacy-policy/</a>
MediaMath	uuid, uuidc, HRL8, mt_mop, mt_misc, bs_mop_u3s	We use MediaMath for advertising retargeting purposes. Any data that's captured with respect to user pixel activity or user impression activity (views and clicks) can be collected and fed into a database through which the client can build segments.	<a href="#">Refer to MediaMath 3rd party vendor list for a complete list of vendors they work with.</a>



Bing (Microsoft)	MUID	We use Microsoft's Bing Ads to measure the effectiveness of our online marketing campaigns and track users who come from these campaigns.	<a href="https://advertise.bingads.microsoft.com/en-us/resources/policies/microsoft-bing-ads-privacy-policy">https://advertise.bingads.microsoft.com/en-us/resources/policies/microsoft-bing-ads-privacy-policy</a>
Nanigans	NaN_hash, NaN_mt	We use Nanigans to manage our Social advertising campaigns. (Facebook and Instagram). Nanigans does not collect or use personally identifiable information. Nanigans collects data that comes directly from our advertising partners and relates to events and business metrics. Their advertising partners provides Nanigans with non-personal, statistical reports regarding the effectiveness of an ad.	<a href="http://www.nanigans.com/privacy-policy/">http://www.nanigans.com/privacy-policy/</a>
Pardot	ipv67242, pardot	Pardot is an email marketing automation tool for MOO Business Services clients. It tracks the number of sends and open rates for visitors who filled a landing page form or returning customers who clicked on an email campaign.	<a href="https://www.salesforce.com/company/privacy/">https://www.salesforce.com/company/privacy/</a>
Pinterest	_pinterest_cm	We use Pinterest for advertising purposes. These cookies identify you on Pinterest. They are used by Pinterest and us for advertising retargeting purposes.	<a href="https://policy.pinterest.com/en/advertising-guidelines">https://policy.pinterest.com/en/advertising-guidelines</a>
Zendesk (support.mo o.com)	_zendesk_shared_session, sst_aid, visitor_id7242, _help_center_session, _D9J	Zendesk is our customer service platform.	<a href="https://www.zendesk.com/company/customers-partners/privacy-policy/">https://www.zendesk.com/company/customers-partners/privacy-policy/</a>
Visual IQ	tuui, tuui_last_update	Visual IQ Allows our marketing team to better assess the performance of marketing channels. It uses tags	<a href="#">Refer to Visual IQ 3rd party vendor list for a complete</a>



		and third party vendors to determine whether a visitor has interacted with the MOO brand before.	<u><a href="#">list of vendors they work with.</a></u>
Affiliate Window	bld	Affiliate Window is our affiliate partners management platform for International markets. It uses cookies to track the usage of promotions given by referrers.	<u><a href="https://www.awin.com/gb/legal/privacy-policy">https://www.awin.com/gb/legal/privacy-policy</a></u>
Commission Junction	cj	Commission Junction is our affiliate partners management platform for North American markets. It uses cookies to track the usage of promotions given by referrers.	<u><a href="https://www.conversantmedia.com/legal/privacy">https://www.conversantmedia.com/legal/privacy</a></u>
Marin Software	_msuuid	We use Marin to manage our SEM campaigns. (AdWords & Bing). Marin does not collect or use personally identifiable information. Marin collects data that comes directly from our advertising partners and relates to events and business metrics. Their advertising partners provides Marin with non-personal, statistical reports regarding the effectiveness of an ad.	<u><a href="#">Refer to Visual IQ 3rd party vendor list for a complete list of vendors they work with.</a></u>
Stride	sst_aid, sst_uid, sst_c	Stride Software Inc.'s Customers deploy the Stride tag using their Google Tag Manager (GTM) account. Their Google Tag Manager account scopes the pages that this tag applies to, and can manage opt-outs to prevent the Stride tag from firing for users that have opted-out of identification through the Customer's site. Stride's tag uses first-party cookies to record key activities (e.g. Added Products) for the Customer's use in remarketing efforts.	<u><a href="https://www.getstride.com/security">https://www.getstride.com/security</a></u>



Decibel Insight	da_sid, da_lid	Decibel Insight reveals how users behave on websites and apps, making it easy to quantify and improve the customer experience across every digital touchpoint.	<a href="https://www.decibelinsight.com/about/">https://www.decibelinsight.com/about/</a>
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#### 4. How you can control cookies

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. For further information about how to refuse cookies, please see your browser's help section or go to [www.allaboutcookies.org](http://www.allaboutcookies.org).

If you do disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For example, we will not be able to recognise you as a returning user and log you in with your preferences.