



Cookie policy

This cookie Policy applies to virgintrainticketing.com (“**Website**”) and the Virgin Trains Ticketing Mobile Application (“**Mobile App**”)

Last updated on: 23/06/2022

We use cookies and similar technologies, such as tags and for mobile apps - software development kits which are known as SDK's to improve your experience on the Website and Mobile App. When we talk about cookies in this policy, we are referring to all of these technologies. You can find out more below about what cookies are, the cookies we use and how to switch them off.

You can decide which cookies to accept in accordance with this policy and how you can go about deciding which cookies you're happy to accept by adjusting the options on the banner that appears on our Website. You can change these at any time via the cookie policy settings in the footer of our website.

To change your choices in the app please visit the settings page.

We will only deploy strictly necessary cookies until you have made your choices in relation to which other cookies you choose to allow.

What are cookies?

A cookie is a text file containing a unique identifier which is downloaded to your device when you access a website or mobile app. The text file is then sent back to our server each time your browser requests a page from the server. This enables us to operate the Website or Mobile App more effectively. Cookies can also allow us to do various other things, as explained below.

Cookies can be used for the duration of your visit or they can be set to last longer so we can measure how you interact with us over time.

Cookies help us to provide you with important features and functionality, and to ensure you get great customer service. We also use cookies to keep our business secure by detecting fraudulent activity and to help prevent security breaches.

What cookies do we use on the Website?

When you visit our Website the following types of cookies may be downloaded to your device:

- **Strictly Necessary Cookies**

These are cookies that are required for the administration and operation of the app. Some cookies that we use are necessary for the app to function properly and to enable you to move around it and use its features. These cookies are not optional.

- **Analytical and Performance Cookies (Visit Tracking)**

If you agree, we may use analytical and performance cookies which help us give you a personalised experience of our website across multiple visits and provide us with insight as to how you use our website to help us make improvements.

What cookies do we use on the Mobile App?

When you download the Mobile App, the following types of cookies may be downloaded to your device:

- **Strictly Necessary Cookies**

These are cookies that are required for the administration and operation of the app. Some cookies that we use are necessary for the app to function properly and to enable you to move around it and use its features. These cookies are not optional.

- **Functional Cookies (Useful Features)**

If you agree, we may use functional cookies that allow us to remember choices you have made so as to provide you with a more enhanced user experience.

- **Analytical and Performance Cookies (Visit Tracking)**

If you agree, we may use analytical and performance cookies which help us give you a personalised experience of our app across multiple visits and provide us with insight as to how you use our app to help us make improvements.

How do I turn cookies off?

If you do not wish us to download cookies or you don't agree with how we use these cookies, you can change the settings on our Website by adjusting the options on the banner that appears on the Website. You can change these at any time via the cookie policy settings in the footer of our website and can also change the settings on your internet browser to reject cookies.

If you wish to turn cookies off on the App you can do so by visiting the settings page on the App. You can also change the settings on your mobile device

For more information visit aboutcookies.org/managing-cookies or, allaboutcookies.org which will also provide guidance or how to remove cookies that have already been deployed.

You can find more information about the individual cookies we use and the purposes for which we use them in the information below:

What third parties do we use?

We use third party analytics providers to help us analyse how users interact with and use our Website and Mobile App, compile reports on the related activities, and provide other services related to app activity and usage. The technologies used may collect information such as your IP address, time of visit, whether you are a return visitor, what device and version of software you are using and any referring website or app.

The information generated will be transmitted to and stored by the third party and may be subject to their privacy policies. Links to the third party providers are listed below:

[Google Analytics](#)

What cookies are applied?

Google Analytics Cookies: Analytical and Performance Cookies

Used for serving and recording clicks for certain links on the mobile app.

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

<https://policies.google.com/technologies/cookies?hl=en-US#types-of-cookies>

Cookie Name	Default Expiration Time	Description
_ga	2 years	Used for visitor identification
_gid	24 hours	
_gac_UA-XXXXXXX	90 days	Used to hold campaign information
_gat	1 minute	Used for the throttling of information to Google Analytics
DV	2 years	Used to ensure security and privacy
HSID	2 years	

SID	2 years	
SIDCC	2 years	

Virgin Red App Cookies

If you are a member of Virgin Red, please see the [Virgin Red Privacy Policy](#) for further details about how Virgin Red uses cookies.