**HOW WE COLLECT YOUR INFORMATION**

**REGISTRATION, FORUMS, APPS AND YOUR DEALINGS WITH US**

We collect contact information, biographical details, preferences, and other declared personal information about you when you provide it to us. For example, when you fill out our online forms, subscribe to one of our titles, products or services, enter a competition run by us, respond to our promotions, call or text in to our TV and/or radio studios, register and use our apps, enquire about our products and services or participate in a reader forum or poll (which could be on any medium or platform, including social media), or when you engage with a chatbot on our sites.

**INFORMATION FROM DEVICES**

We also collect information automatically from your devices when you interact with our websites or use our apps. This can include:

* Information about your device type, operating system, hardware, software, display settings and browser type to tailor your experience to your device (tablet vs phone)
* Unique identifiers, such as you Advertising ID (e.g. Google’s Advertiser Identification or Apple’s Identifier for Advertisers) to save your preferences against an identifier to display advertising
* Other unique identifiers like IP address, so that we can recognise if you have been to our websites before, allow your device to interact with our websites and apps
* Device settings such as general geographic location (this can be to provide services that have copyright restrictions, to show you content that is relevant to where you are, and tailor advertising to your interests)
* Device operations, such as information about how you’ve used the device on our sites or apps, so that we can tailor the experience based on the way you or similar users interact with our content
* Details of the products and services you are using and your navigation around, and interaction with, our products and services
* We may also collect information from cookies placed on your device and store other cookies and technologies. See the section on Cookies & Similar Technologies for more information about our use of cookies
* With your consent, we may also collect the specific location of your device or request access to data from other applications to provide certain services you have requested

**MOBILE APPS**

When you download our apps, we will collect the following information from your device: unique identifier (UDID), MAC address or other applicable device identifier and location.

We may also collect information from device identifiers and tags placed on your device when you use our mobile TV app, including viewing history, download history and settings and marketing consents. See the section on Cookies & Similar Technologies for more information about our use of such technologies.

**SOCIAL LOGIN**

If you log in to our websites or online services via a third party site, such as Facebook, that site may pass information to us, such as user ID, name associated with the ID, email address and location, plus other information as described in that website’s privacy policy. Our websites and apps may also return information about you to that social networking site regarding your log in, such as which of our websites and apps you visit and use, and your use of social media services on those websites and apps.

If you log in with or connect to your account using social media (Facebook, Twitter, etc), the social media service’s use of the shared information will be governed by their privacy policy. If you do not want your personal information shared in this way, please do not connect your social media service account with your News UK account, and do not participate in social sharing on our websites or apps.

**POSTS, COMMENTS AND INTERACTION**

If you correspond with any of our titles or radio stations or TV channels, or interact with other customers or audience members or our staff, for example by using polls, comments, text messages, video, email, phone, radio or by post, we may display this content indefinitely in any relevant context, subject to our editorial judgement and your rights as set out in this Policy. This may be anonymised in the case of testimonials or customer service conversations.

If you take part in any reader, listener or viewer forums, send us letters for publication, or take part in any radio ‘phone-ins’ or TV shows, then you may be identifiable to others publicly and your comments attributed to you.

**PUBLIC INFORMATION AND POSTS**

Any information about yourself or others that you post on our social media pages, on platforms like Twitter, Facebook and other chat rooms, blogs and forums (including comments on articles), will be viewed by others (including search engines, subscribers, readers), over whom we have no control. You are responsible for the information you choose to post or otherwise make available in public areas, and you acknowledge that this may be collected, shared and used by third parties.

**POLLS AND READER FORUMS**

We collect personal information, including biographical details, preferences and other declared personal information about you, when you provide it to us via reader forums or polls (which could be on any medium or platform, including social media).

These uses may include: Measuring engagement with polls; creating editorial content based on the aggregate results of polls; using aggregate engagement metrics to inform commercial client briefs; enriching user profiles to serve relevant content, create personalised content recommendations.

User interactions with polls that touch on topics that we consider more sensitive or emotive, like those involving topics relating to wars or conflicts, crime and wrongdoing, gender based issues etc., may be associated with individual users, but will only be used at an aggregate level for editorial and commercial insights and analysis. User engagement with these types of polls will not be used to profile individual customers for marketing or advertising purposes.

**CHATBOTS**

If you engage with chatbots on our sites, your information will be used in accordance with this Policy, and specifically to:

* Provide responses to your questions
* Analyse and report on user engagement with the chatbot
* Review and improve the quality performance of the chatbot
* Develop related products and services

Please note that our chatbots may leverage third party generative AI platforms. Where this is the case, we will:

* Undertake a data protection impact assessment, where legally required
* Put in place appropriate controls to ensure that data protection risks are mitigated to an acceptable level
* Follow a Privacy by Design approach when developing the chatbot

Where our chatbots leverage third party generative AI platforms, the information you disclose via the chatbot may be shared with the provider of the AI platform for its purposes, over which we have no control.

Please do not submit any information with our chatbots that you would not be willing to share publicly.

**OTHER SOURCES**

We may ask data management and consumer insight providers if they have lifestyle, demographic, household information or other insights about you. This information helps us better understand our audiences. For more information on how to control this use of your information, see the section below on Controlling Your Information.

When you use third party payment providers, such as PayPal, to pay for or receive payment from us, we will receive information including your name, email address, billing or other address, phone number (if applicable), date of sign-up, the number of payments you have received from verified PayPal users, whether you have been verified to have control of a bank account and any other information you agree they can share. If you apply for credit, we may also receive information from credit reference agencies.

Other organisations that provide products and services to you may also share information with us. For example, they may notify us when you move home or when the payment card you used with us is renewed or replaced, so that we can keep your information accurate and up to date. This also helps ensure that you do not lose access to our products and services. We also may receive information from our partners about their customer database. This allows our partners to see if they can reach their audiences on our platforms. Generally we will receive aggregated information rather than individual information, although your information may be used to generate these insights.

**HOW WE USE YOUR PERSONAL INFORMATION AND OUR LEGAL BASES FOR THESE USES**



**WITH YOUR CONSENT**

There may be some uses of your information where we need to ask for your consent. You will have the right to withdraw that consent at any time, however, if you withdraw consent, we may not be able to provide the product or service you have requested. We will rely on your consent to:

**Deliver Direct Marketing Communications:** where required, we will ask your permission if we want to deliver direct marketing to you. If you have an account connected to one of our products, you may be able to change your marketing preferences in a preference centre linked to that account. You will also be able to opt out in the communication itself.

We may send you direct marketing communications via post, telephone, email, SMS, social media, online, in-app and devices connected to the internet, like smart TVs, if we hold a valid direct marketing permission for you where required.

**Place cookies and similar technologies:** in accordance with the information provided in the “Cookies & Similar Technologies” section and the information provided to you when those technologies are used.

**FULFILLING A CONTRACT**

We process your personal information to fulfil a contract we have with you. We rely on this legal basis to:

**Provide products and services you have asked for and manage our relationship with you:** This may include managing requests, payments, access to products and services, allowing you to interact, comment, and participate in online games, contests, live and recorded events and reward programmes. This may also include sending you information and updates relating to the products and services we provide to you.

**Take payments, check your identity and conduct credit checks:** Information that we hold about you and that you provide to us may be used to take payment for products and services. It may also be used to verify credit details related to payments. Payment details may be retained in order to speed up the renewal process for products and services.

If you apply for credit, then in order to help us make credit decisions about you we may check with credit reference agencies who will record any credit searches on your credit file. We may also disclose details of how you conduct your account with us to these credit reference agencies for related purposes.

**FOR A LEGITIMATE INTEREST**

We may use your information where there is a legitimate reason to do so, such as where it would help achieve our business objectives or to facilitate a benefit to you or someone else.

Our legitimate interests in processing personal data include:

* to support a free press, including journalistic activities of societal importance;
* to support individual and societal rights to receive information;
* to develop, deliver and maintain relevant and engaging products services and advertising;
* understanding when our audiences engage with us or other organisations;
* to build a clearer understanding of who our audiences are in order to better serve them;
* to carry on the business of a commercial organisation; and
* to demonstrate that we provide services and products to agreed industry standards.

We rely on these legitimate interests to:

**Monitor, improve and protect our products, content, services and websites, online and offline:** This includes using information about your app download to validate free trials.

**Manage complaints:** including requests and concerns that you may have about products or services we provide.

**Personalise your experience:** We sometimes make assumptions about your interests and preferences based on the way you interact with our products and services and the information we hold about you.

Knowing these interests and preferences allows us to understand the products, content and services our customers like, letting us focus our efforts on developing those areas. We may use this information to tailor and personalise your user experience, as well as to make decisions about what direct marketing and advertising to show you.

**Content recommendations:** We may also use your information to optimise article and content recommendations. Based on the kind of articles and content which prove to be of interest to you.

**To build and manage direct marketing campaigns:** We use your information to create engaging and relevant marketing campaigns promoting products and services we think you will like from our brands and partners. The use of your information to do this is usually based on a legitimate interest, however, we will ask your permission if we want to deliver direct marketing to you. You will be able to change your marketing preferences in your Preference Centre or in the communications you are sent.

**To send product related and similar product and services communications:** for certain types of marketing communications, we do not require your consent and we instead rely on our legitimate interest. This is the case for example where we send you postal advertising or where we send you ‘in-life’ communications about products or services that we provide to you. You can opt out of these communications either by visiting your preference centre if you have an account or in the communication itself.

We may send you service-related messages, which are about the service we provide. We do not require your consent for these, and you are not able to opt out.

**Prevent fraud, check your identity, and prevent money laundering:** We may use your information to check your identity in relation to requests you make. We may also have a legal obligation requiring us to carry out this activity

**Facilitate posting, commenting and interaction:** If you correspond with any of our titles, radio stations or TV channels, or interact with other customers or audience members or our staff, for example by using polls, comments, text messages, video, email, phone, radio or by post, we may display this content indefinitely in any relevant context, subject to our editorial judgement and your rights as set out in this Policy. This may be anonymised in the case of testimonials or customer service conversations. If you take part in any reader or listener forums, send us letters for publication, or take part in any radio ‘phone-ins’, then you may be identifiable to others publicly and your comments attributed to you.

**Deliver relevant advertising:** We may use the information we hold about you to help us and our partners make better decisions about what adverts to present to you. We also use the information we collect from you and other sources to create engaging and relevant marketing campaigns promoting products and services we think you will like from our brands and partners.

When you visit our websites, use our apps, or watch content on devices connected to the internet such as smart TVs, advertising networks and other intermediaries that we work with may select and then display adverts on your device. In the case of some of our digital radio stations, when listening online, we and our partners may insert a relevant audio advert for you to listen to.

**Audience segmentation and creation:** we may use the information we hold about you, including how you engage with our products and services, as well as from other sources, to segment our audiences into groups with particular attributes (likes/dislikes/reading behaviours etc). This helps us personalise your experience and show you more relevant content and adverts.

**Cookie matching/syncing:** When you visit our sites, we may check your device to see if a cookie ID has been assigned to it. This is a form of identifier that tells us who is visiting our sites. We are then able to compare the cookie ID we have for you with IDs that our advertisers hold to see if we both know who you are. By knowing it is you (or your device), the advertiser can decide if they want to advertise to you and if so, what advertising would be relevant. See the section on Cookies & Similar Technologies for more information.

**Data matching:** From time to time we may allow our clients to compare their customer database to ours. This is called data matching and allows our partners to see if they can reach their audiences on our platforms. Generally this will be conducted at an aggregate audience level to provide insights, rather than individual level information, although your information may be used to generate these insights. These insights might include the overlap between our audiences and the client and other information that would be useful to understand if an advertising campaign would be effective.

As part of the data matching process we may allow partners to build target audiences based on pre-defined attributes. These ‘lookalike’ audiences may be similar to our partners’ existing audiences. For example, a sports brand may want to reach ‘sports enthusiasts’ or those who enjoy ‘outdoor pursuits’. They could select audiences who have been identified as having an interest in these areas. To do this, we segment our audiences into groups depending on what we think they like or other behaviours. This helps them find the right audiences and we are able to show you more relevant advertising.

**Detect ad blockers:** We may collect information from your devices that tells us whether you are using an ad blocker. This is so that we can manage our compliance with the law and also determine if we are able to show you advertising. We may also ask you to suspend or whitelist our sites or platforms so that we can show you adverts. As a predominantly advertising funded business, we do rely on our ability to show you advertising to help ensure we are able to provide you with the products and services you request.

**Provide co-branded services, events and features:** We may offer co-branded services or features, such as competitions or other promotions, together with a third party and may share the information you provide to us with that third party. These co-branded services may be hosted by us or by the third party. It will usually be obvious where this is the case and will provide you with additional information where required. Please remember that where we share your information with these third parties, that they will use your information in accordance with their privacy policy.

**Ensure our services are used appropriately:** If you post or send offensive or objectionable content anywhere on or to our websites or apps, or otherwise engage in any disruptive behaviour on any of our platforms, we may use the information that is available to us about you to stop such behaviour. This may involve informing relevant third parties, including your employer, law enforcement or other competent authorities about the content and your behaviour.

**Ensure that our products and services conform to agreed industry standards:** Some of our products and services are independently monitored and assessed to ensure they meet approved industry standards and for industry reporting purposes.

**Provide you with support:** We may also provide you with help and support where we believe it is required. For example, if you have provided your contact information, we may contact you when a checkout journey is not completed. We may record phone calls or customer enquiries via online chat for quality, training and management purposes.

**Conduct market research and analytics:** We may use the information we hold on you about your engagement with our products and services, as well as other information collected from partners and other sources, to understand how our products are used and make improvements or develop other products and services our audiences may like. We may need to contact you about your experience of a product or service we provide you.

**Ipsos Iris – market research project:** When you visit our website, we may collect certain personal data about you for an online audience measurement project that analyses internet users’ behaviour and profile across different websites, applications and devices in the UK. Ipsos MORI, a specialist research agency will be carrying out this research, in conjunction with UKOM, the UK Online Measurement company and DotMetrics. To contact Ipsos MORI about this specific research, please email: [compliance@ipsosiris.com](mailto:compliance@ipsosiris.com)

**Change of control or sale of our business:** We may transfer, sell or assign any of the information described in this Policy to third parties as a result of a sale, merger, consolidation, change of control, transfer of assets or reorganisation of our business.

**TO COMPLY WITH LEGAL OBLIGATIONS & PROTECT OUR RIGHTS**

There may be situations where we need to use your information to comply with legal and regulatory obligations or defend claims. This may include publishing information about prize winners, for example.

We may also disclose your information where we are allowed to by law to protect or enforce our rights or the rights of others and for the prevention and detection of crime, such as fraud.

**OTHER CONSIDERATIONS**

The specific legal basis we use will depend on the activity the information is used for. Please keep in mind that while we will rely on one legal basis, if that is no longer available to us, we may be able to rely on another.

**HOW WE SHARE YOUR INFORMATION**



**SHARING BETWEEN NEWS UK GROUP COMPANIES**

Your information will be shared between the News UK companies listed in the About Us section above for use in accordance with this Policy.

**Legal basis:***Performance of a contract, legitimate interest*

**SHARING WITH NEWS CORP AFFILIATES**

News UK is part of the News Corporation (“News Corp”) group of companies. We may share your information with [News Corp and its affiliates](https://newscorp.com/about/our-businesses/), including News Enterprises, Inc to:

* perform analytics and analysis of how you interact with the group’s products and services, to facilitate business efficiencies and develop products and services that would be relevant to you; and
* deliver more relevant advertising from across our News Corp network.

For more information about how to exercise your rights, please see the section on Controlling Your Information.

We also utilize a technology offered by our affiliate NC Audience Exchange LLC, also known as NewsIQ, which collects information from you through automated means, when you are using the Services. Click here [www.ncaudienceexchange.com](http://www.ncaudienceexchange.com/)to learn more about NewsIQ.

**Legal basis:***Performance of a contract, legitimate interest, consent*

**SHARING WITH RETAILERS**

When you sign up to our Home News Delivery (HND) service, we may share your information with your selected retailer in order to help set-up and manage your subscription. The retailers we work with may also share information about you with us in order to manage your subscription, including handling complaints, preventing fraud. This information will also be used for analysis, insights and product development.

Your information may also be used to tailor the marketing we send you in relation to HND. For example, we may use your information and preferences to send you information and offers about other products and services we offer.

**Legal basis:***Performance of a contract, legitimate interest, consent*

**SHARING WITH COMMERCIAL PARTNERS**

We may disclose your personal information to third parties, such as competition partners, for their direct marketing purposes where we have told you about this and you have given permission or there is a legitimate interest to do so. We may also share cookie data for cookie syncing purposes with commercial partners.

**Legal basis:***Performance of a contract, legitimate interest, consent*

**WHITE LABEL PRODUCTS & SERVICES**

We may also share your personal information with our partners who operate products and services using our brands where you use these services, such as The Sun Bingo or The Sunday Times Wine Club. We will only share your information where we have an appropriate agreement in place with the partner. The information we share will be used in accordance with our partner’s privacy policy, which you should read when you sign up with the partner.

These partners will also pass us the information they collect about you, including your usage and interaction with those products and services, which we will use in accordance with this Policy. They may also collect direct marketing permissions for us, which we will use to send you direct marketing.

**Legal basis:***Performance of a contract, legitimate interest, consent*

**ADVERTISING PARTNERS**

We may share personal data collected on our websites and apps with our advertising partners, which includes the Ozone Project and separately Octave Audio, who act as our processors to help deliver relevant advertising across our platforms. Information that may be shared with these partners includes: contact details, biographical details, engagement information (how a user engages with a product or service), declared data from surveys and polls, online identifiers and inferences such as audience segments based on engagement data. If you would prefer that your information was not shared with Octave Audio and Ozone Project for these purposes, you can change your cookie settings when you visit our websites, and by following the instructions in the Cookies & Similar Technologies section of this Policy. You may still receive advertising when you use our products and services, but this may not be tailored to you.

**Legal basis:***Legitimate interest, consent*

**EVENT PARTNERS**

When you sign up for an event put on by one of our bands, we may pass your information to our partners who help to administer them to facilitate your participation or attendance. For example, if you wanted to receive a RunFestRun t-shirt as part of your entry, we would need to pass your shirt size and address to our partner providing apparel.

**Legal basis:***Performance of a contract, legitimate interest, consent*

**SHARING WITH OUR SERVICE PROVIDERS**

We may pass your information to our processors – companies that we use to provide services on our behalf, for example for home delivery services, event management, prize fulfilment agencies, market research or other purposes mentioned in this Policy such as analytics, direct marketing or online advertising. These processors can only use your information in accordance with our instructions and for no other purpose.

**Legal basis:***Performance of a contract, legitimate interest, consent*

**SHARING WITH OUR GOVERNING BODY**

We may submit audience figures to The Publishers Audience Measurement Company (PAMCo) who are the governing body which oversees audience measurement for the published media industry. While this will generally be achieved through aggregate information, we may use information that could identify individuals.

**Legal basis:***Legitimate interest, consent*

**DATA TRANSFERS**

When you provide information to us, we may transfer your information to our group companies and processors outside the UK to countries that may not have data protection rules that provide the same level of protection, including the United States of America. We have appropriate agreements in place to ensure they protect your information in accordance with our legal obligations.

If you would like to receive a copy of the applicable data transfer safeguards used when your information is transferred outside the UK to non-adequate countries, please contact us using our contact details below.

**Legal basis:***Performance of a contract, legitimate interest, consent*

**TRANSFER AS PART OF THE SALE OF OUR BUSINESS**

If we sell part or all of our business, customer personal information may be one of the transferred business assets. If this happens, your information may be disclosed to any successors of our business for them to use for the purpose set out in this Policy.

**Legal basis:***Legitimate interest*

**CONTROLLING YOUR INFORMATION**



**UPDATING YOUR INFORMATION**

Please ensure you provide us with accurate information, update your personal information or tell us if it changes or is inaccurate. You can update your details, for example your email address, in your account settings or an equivalent section if you are a subscriber. You may also email our Customer Services team at [info@news.co.uk](mailto:info@news.co.uk).

**PREFERENCE CENTRE: CONTROLLING DIRECT MARKETING AND OTHER COMMUNICATIONS**

You can change your mind about receiving direct marketing or other communications you receive from us, such as bulletins and other information about your chosen products and services (for example, your Times+ subscription or one of our campaigns) by changing the settings in your preference centre or by following the unsubscribe instructions in the relevant communication.

There may be some types of communication that you receive that cannot be controlled through your preference centre, but you will still be able to opt-out by following the instructions in the communication itself.

**WITHDRAWING CONSENT FOR PROCESSING**

Where we rely on your consent to process your information, you have the right to withdraw that consent at any time. In some instances, we may have an alternative legal basis to continue to process that personal information and we will inform you of that. If you do withdraw consent, we may not be able to provide the product or service you have requested.

**STOPPING BROWSER POP-UP NOTIFICATIONS**

If you have pop-up notifications enabled on your desktop, you can use the following instructions to opt out.

**Google Chrome**  
Click the 3 dots at the top right > Select settings > advanced > privacy and security > content settings > notifications > click the three dots next to the websites that are in the “allowed” category > click Remove.

**Safari**  
Choose Safari > Preferences, click Websites, then click Notifications > Find the website in the list, then select Deny.

**Safari**  
Choose Safari > Preferences, click Websites, then click Notifications > Find the website in the list, then select Deny.

**Firefox**  
Click the menu button and select Options > Select the Privacy & Security panel and go down to the Permissions section > Click the Settings using the button next to Notifications > Select the website > Click Remove Website.

**Microsoft Edge**  
Click the three dots button in the top-right of the browser window > Click settings > Click View advanced settings > Under Notifications, click Manage.

**CONTROLLING DATA SUPPLIED BY PARTNERS**

**Experian**  
We use Experian to make the content and advertising shown on devices that you might use or that may relate to the same household more relevant and useful. Experian may also provide insight reporting as part of their service.

As part of this process Experian uses cookies and may receive information about the kind of device you use as well as your IP address, location data, device user agent string or information about websites where your device has previously displayed advertising. By using our sites, you acknowledge that Experian will process personal data about you for the above purpose and for the profiling of audiences bearing similarities to your data on the basis of our or their legitimate interests.

You have a choice about whether or not you want your information to be used in this way. Please see the section below on Controlling your Information. This will not stop you from seeing content about our products and services when you visit our websites, but it will mean that the content you do see may not be as relevant to you.

**CONTROL OVER DATA MATCHING**

If you would like to opt out of data matching with our commercial partners, please contact us. You will need to provide us with relevant information in order to identify you.

**OTHER RIGHTS**

You have the right to ask us for a copy of your personal data; to correct, delete or restrict (stop any active) processing of your personal data; and to obtain the personal data you provide to us for a contract or with your consent in a structured, machine readable format, and to ask us to share (port) this data to another controller. In addition, you can object to the processing of your personal data in some circumstances (in particular, where we don’t have to process the data to meet a contractual or other legal requirement, or where we are using the data for direct marketing).

To exercise any of these rights, please contact us using the contact details below. These rights may be restricted by law, for example we may not be able to provide a copy of your data where the data we hold is also the data of a third party and it is not reasonable to disclose this information.

If you have unresolved concerns and you live in the EU/EEA, you have the right to complain to a data protection authority where you live, work or where you believe a breach may have occurred. In the UK, you also have this right and you may contact the Information Commissioner’s Office.

**OUR INTENDED AUDIENCES**

Our websites and apps, products and services are not aimed at anyone under the age of 18. We do not intentionally target, create interest segments, or otherwise process personal data relating to anyone under the age of 18.

**“DO NOT TRACK” BROWSER SETTINGS**

If you choose to turn on the “Do Not Track” setting in your browser, your browser sends a special signal to websites, analytics companies, ad networks, plug-in providers, and other web services you encounter while browsing to request that they stop tracking your activity. Currently our websites and apps are not designed to respond to “Do Not Track” signals.

**COOKIES & SIMILAR TECHNOLOGIES**



**WHAT ARE COOKIES**

Cookies and other online tracking technologies are small bits of data or code that are used to identify your devices when you use and interact with our websites, apps and other services. They are often used for remembering your preferences, to identify relevant content for you, to remember you’re logged in and allowing you to interact with our products and services.

**WHAT OTHER TECHNOLOGIES DO WE USE**

As well as cookies, we use other types of tracking technologies:

**Web Beacons and Tracking Pixels**

These are bits of data that count the number of users who access a website or page and can also allow us to see if a cookie has been activated. Web beacons used on pages or in emails allow us to see how successful an article has been, or whether an email message was successfully delivered and read in a marketing campaign. Web beacons are also used to verify any clicks through to links or advertisements contained in emails. We may use this information to help us identify which emails are more interesting to you and to inform advertisers how many customers have clicked on their adverts (the information shared with advertisers is aggregated and does not identify you individually).

**Flash Cookies**

We may, in certain situations, use Adobe Flash Player to deliver special content, such as video clips or animation. To improve your user experience, Local Shared Objects (commonly known as Flash cookies) are used to provide functions such as remembering your settings and preferences. Flash cookies are stored on your device, but they are managed through an interface different from the one provided by your web browser.

**Tracking URLs**

Tracking URLs are a special web link that allows us to measure when a link is clicked on. They are used to help us measure the effectiveness of campaigns and advertising and the popularity of articles that are read or programmes that are viewed.

**Device Fingerprinting**

We may collect and analyse a device’s browser information to help identify that device, present content correctly, conduct analytics and help prevent and detect fraud.

**Authenticated Consent**

Authenticated consent is a mechanism which enables consent for the collection and use of personal data to be shared between relevant controllers.

News Broadcasting uses authenticated consent on its sites for this purpose.

**If you Access our Services from a Mobile Device**

We may collect a unique device identifier assigned to that device, geo-location data, and other transactional information for that device. We may also use the unique identifier to validate free trials, for example.

**WHAT CATEGORIES OF COOKIES DO WE USE AND WHY?**

**Essential Cookies and Similar Technologies**

These are vital for the running of our services on our websites and apps. Without the use of these cookies, parts of our websites would not function. For example, we use these cookies to:

* help us identify which of our readers, listeners or viewers have a subscription in order to access content they are entitled to on the website or app
* tell if you are logged in to your account, which allows extra functionality, such as commenting on stories
* identify and prevent threats to our sites or apps
* protect your information and our business from outside threats
* allow you to connect to our websites or apps
* allow you to select and purchase products and services on our websites or apps
* measure audiences across our websites or apps for industry reporting purposes

**Analytics Cookies and Similar Technologies**

These collect information about your use of our websites and apps, and enable us to improve the way they work. For example, analytics cookies show us which are the most frequently visited pages on The Sun or The Times websites allowing us to display the most popular articles more prominently. They help us record how you interact with our websites or apps, such as how you navigate around pages and from page to page, identifying improvements we can make to the customer journey. They also help identify any difficulties you have accessing our services, so we can fix any problems. Additionally, these cookies allow us to see overall patterns of usage at an aggregated level. This means we can highlight content and articles that we believe will be of interest to you. We provide personalisation by using cookies, IP addresses, web beacons, URL tracking and mobile app settings.

We may place cookies and similar technologies on behalf of comScore who help us measure the size and quality of our audiences across platforms. You can learn more and control how comScore use your information [here](http://www.scorecardresearch.com/preferences.aspx).

**Functional/Preference Cookies and Similar Technologies**

These cookies collect information about your choices and preferences, and allow us to remember things like language, your username (so you can log in faster), text size, and location, so we can show you relevant content to where you are. They allow us to customise the services you have accessed. We also use these cookies to provide you with services such as video clips.

**Social media cookies**

These cookies are used when you share information using a social media sharing button or “like” button on our sites or apps, or when you engage with our content on or through a social site such as Facebook or Twitter. These cookies collect information about your social media interaction with our websites or apps, such as whether or not you have an account with the social media site and whether you are logged into it when you interact with content on our websites or apps. This information may be linked to targeting/advertising activities.

**Tracking, Advertising Cookies and Similar Technologies**

We use these types of technologies to provide advertisements that we think may be more relevant to your interests. This can be done by delivering online adverts based on your previous browsing activity, known as “online behavioural advertising” (OBA). Cookies are placed on your device which will remember the websites you have visited or content you have viewed. Adverts based on what you have been looking at are then displayed to you when you visit websites or apps which use the same advertising networks.

These cookies may also be used to:

* track how many times adverts are seen by users;
* determine if an advert lead to a click through to another website and lead to a sale or other action;
* protect our advertisers’ brands; and
* provide you with adverts based on your location, offers you click on, and other similar interactions with our websites and apps.

**THIRD PARTY COOKIES**

We sell space on our websites and apps to advertisers. The adverts they display on our websites or apps will often contain cookies. Our advertisers may use cookies or similar technologies to provide you with advertisements that they believe are relevant. They may use browsing data obtained to restrict the number of times you see particular adverts (frequency capping). You may also see adverts from these advertisers on other websites you visit.

Third parties that support our services by serving advertisements or providing other services, such as allowing you to share content or tracking aggregate service usage, may also use cookies and other technologies to collect information relevant to the provision of those services.

We do not control third party cookies or other technologies. Their use is governed by the privacy policies of third parties using such technologies. You should make sure you are aware of how third parties will use cookies and whether your cookie data will be transferred to a third country by checking the third party’s cookie policy.

We do offer you the opportunity to control some third party cookies from partners we work with. A list of the third parties who place cookies on our websites can be found by accessing our consent management platform on our websites.

We work with Google Marketing Platform to help us deliver relevant advertising. To find out more about how this works visit: <https://marketingplatform.google.com/about/>

**MANAGING COOKIES**

**COOKIE CONTROLS**

When you visit our sites for the first time you will be shown a consent management notice explaining the use of cookies by us, our partners and third parties. You’ll be able to learn more about the specific cookies in use and how to control them. We will remember your preferences and may ask you periodically to confirm these preferences. You are able to change your preferences at any time by scrolling to the bottom of the website page you are visiting and clicking on ‘cookie settings’.

Most modern browsers are set to accept cookies by default, but you can change your settings to notify you when a cookie is being set or updated, or to block cookies altogether. Please consult the “Help” section of your browser.

We participate in the IAB Europe Transparency & Consent Framework and operate a Consent Management Platform that helps us to comply with the framework’s Specifications and Policies.

In addition to being able to control cookies by changing the settings in your browser on your computer, or on your mobile device’s settings, you can also control which companies can set cookies and similar technologies on your devices, by visiting the following links (you’ll need to turn any cookie or ad blockers off for the control pages to show which companies you can opt-out of):

* Internet Advertising Bureau (IAB) Your Online Choices website provides more information about controlling cookies. It also provides an easy way to opt-out of behavioural advertising from each (or all) of the networks represented by the European Interactive Digital Advertising Alliance [www.youronlinechoices.com/uk/your-ad-choices](http://www.youronlinechoices.com/uk/your-ad-choices).
* The Network Advertising Initiative (NAI) allows you to control behavioural advertising from each of the ad networks represented by the NAI: [optout.networkadvertising.org/?c=1#!%2F](http://optout.networkadvertising.org/?c=1#!%2F)
* The Digital Advertising Alliance’s self-regulatory program for online behavioural advertising control page allows you to control behavioural advertising from the ad networks it represents.
* The News IQ website provides more information, and an easy way to opt-out: [ncaudienceexchange.com/about/](http://ncaudienceexchange.com/about/)
* Opt out of Ozone platform cookies here: [www.ozoneproject.com/website-privacy](http://www.ozoneproject.com/website-privacy)
* Opt out Octave Audio by emailing [info@octaveip.com](mailto:info@octaveip.com) and putting ‘Octave Audio Opt Out’ in the subject line. You will also need to change your cookie settings.

Importantly, these ad networks set cookies to remember that you have chosen to opt-out. If you clear your cache the opt-outs will not be applied and you would need to opt-out again.

**CONTROLLING FLASH COOKIES**

You can manage the use of Flash technologies with the Flash management tools available at Adobe’s website, at [www.adobe.com/devnet/flashplayer/articles/privacy.html.](http://www.adobe.com/devnet/flashplayer/articles/privacy.html)

**CONTROLLING WEB BEACONS**

You can prevent web beacons from tracking your activity, although you won’t be able to decline receiving them in emails. For information about managing your cookie options, please visit [www.allaboutcookies.org.](http://www.allaboutcookies.org/)

Please note that by blocking any or all cookies, you may not have access to certain features, content, or personalisation available on our websites or apps.

**RETENTION OF YOUR INFORMATION**

**RETENTION OF PERSONAL INFORMATION**

We will retain your information for as long as necessary for the uses set out in this Policy, or while there is a legitimate reason for doing so. If you ask us to delete your information before that time, we may not be able to do so due to legal, regulatory or contractual constraints. For example, we would need to retain your name and contact details for suppression purposes if you do not want to receive direct marketing from us.

If you ask for your account to be closed, we will do this as soon as is reasonably possible subject to any applicable terms and conditions relating to the account.

Personal information from closed accounts is retained in order to comply with legal obligations, prevent fraud, collect any fees owed and to resolve disputes.

**CHANGES TO THIS POLICY**

From time to time we make changes to this Policy. This may be in relation to changes in the law, best practice, changes in our services or treatment of your personal information. Where necessary, we will notify you of these changes. We will always display clearly when the privacy policy was last amended on the website.

**CONTACT US**

If you wish to get in touch with us, please use this [form](https://privacyportal.onetrust.com/webform/8930e991-baac-4a05-89f0-fc400879fa8a/4db3cc30-eead-47c7-928f-f659df0faf2c) or you can write to the Data Protection Officer at Data Protection Enquiries, Customer Services Department, News UK, 1 London Bridge Street, London, SE1 9GF