



Cookie Policy

On this page we (Toyota (GB) PLC) explain what cookies are and how they are used on this website. We then list each of the cookies that may be set from this website.

What are cookies?

A cookie is a very small encrypted text file that can be placed by a website in a computer or any other internet enabled device when that website is visited. It contains a unique reference number, the purpose of which to enable the website operator and, if different, the owner of the cookie, to know when an internet user has visited the website concerned; to keep track of that person when they are on the website; and, in some cases, to enable visits to and from other sites to be tracked. It is essentially an identification tag for an individual computer or other internet enabled device.

Broadly speaking there are two types of cookie (1) “session” cookies, which are stored temporarily in a computer’s memory and are automatically erased when you close your web browser: and (2) “persistent” cookies, which are stored the hard drive of a computer and which exist for longer, in some cases for years.

Some session cookies are essential to make a website operate properly, for example to allow visitors to switch between webpages or to complete a purchase on line without interruption.

Depending on its lifespan, a persistent cookie can be used to record an internet user’s login details and browsing preferences for a particular website so these features do not need to be reset each time that person visits that website. A persistent cookie may also be used to record how an internet user behaves on a website by recording which pages they visited, how much time they spent on each one, and if there is any other kind of interaction with the site what form this took. Such data can be used to improve the performance of a website.

Cookies may be classified as either first party or third party. A first party cookie is one which is set by or on behalf of a website operator. A third party cookie is one that is by set someone else, normally with the permission of the website operator.

There is a subset of cookies called “flash cookies” that may be set on a computer by websites that contain Adobe Flash media such as videos. These cookies can be used like ordinary cookies. They can also be used to back up such cookies. It is important to note that, unlike ordinary cookies, flash cookies cannot be controlled directly from your computer.

For more information about cookies in general, including how you may delete them or restrict their use on your computer, please visit www.aboutcookies.org. For information on how you can delete or restrict the use of cookies on your mobile phone please refer to the owner’s manual for your phone.

For specific information about how to delete or restrict flash cookies in relation to individual websites, please visit www.adobe.com/products/flashplayer/security. Please be aware that disabling the use of flash cookies may mean that you cannot see certain videos and flash based images on a website.

How are cookies used on this website?

The cookies that are used on this website can be divided into three categories according to their primary function:

- (1) Those cookies that are strictly necessary for this site to operate properly or which are necessary to give effect to your cookie preferences. We call these “Essential cookies”.
- (2) Those cookies that are used to record how and when people arrive at our website, whether they have visited the site before and how they make use of it. We call these “site support, improvements and analytics” cookies. We use the information that they give us to plan and evaluate marketing campaigns and to improve the site.
- (3) Those cookies that are used to record social media interactions, to make it easier for you to share the contents of webpages and/or to facilitate targeted advertising. We call these “Social media and advertising cookies”.

We do not use flash cookies on this website.

We will not set any cookie on your computer (or any other web enabled device you may use to access the website) without your consent, the only exceptions being flash cookies which we do not control and those cookies that are essential for you to use this website, in accordance with your cookie settings.

You can change your non-essential cookie settings at any stage by clicking the Cookie Settings link in the website footer

Please note that if you do not accept social media cookies you may be unable to access any of the links to social media websites on this site.

Listed below are the different cookies that are used on this website with a short summary of their characteristics

Essential site cookies

The following cookies must be set to make this website work properly for you in accordance with your cookie settings.

Cookie Name	Category	What it does	Persistence after browser closed	Domain
BV_IDS	1st Party	This cookie allows the site to remember what you have done from page to page (for example to store vehicle configuration details from one	NONE	www.toyota.co.uk

		step to the other).		
carChapter	1st Party	To store information on your journey through the car chapter to ensure you are served with the relevant information. E.g. a Land Cruiser brochure when on the Land Cruiser car chapter.	NONE	www.toyota.co.uk
cookie_choice	1st Party	This cookie records and gives effect to your cookie settings	365 days	www.toyota.co.uk
User_Id	1st Party	This cookie stores Information once you are logged into the website and keeps you logged in (so you don't have to enter a password each time)	NONE	www.toyota.co.uk
ASP.Net_Session,ASP.Net_SessionId	1st Party	This cookie allows the site to remember what you have done from page to page (for example to store vehicle favourites, allow comparisons as well as to help maintaining your account profile).	NONE	usedcars.toyota.co.uk / usedcars.<domain>.toyota.co.uk
cls	1st Party	This cookie records and gives effect to your cookie settings	30 days	usedcars.toyota.co.uk / usedcars.<domain>.toyota.co.uk
last[*]-[*]-arg	1st Party	Allows us to load the car look up engine when the session times out.	NONE	usedcars.toyota.co.uk / usedcars.<domain>.toyota.co.uk
last-se-wflw	1st Party	Allows us to load the car look up engine when the session times out.	NONE	usedcars.toyota.co.uk / usedcars.<domain>.toyota.co.uk

last-wflw	1st Party	When your existing session times out this cookie helps us to restore your site location, to show relevant details.	NONE	usedcars.toyota.co.uk / usedcars.<domain>.toyota.co.uk
pst-uctr	1st Party	This cookie allows us to load your previous search details when you return to the site, to avoid re-entering the details. Primarily used to store your location details.	15 days	usedcars.toyota.co.uk / usedcars.<domain>.toyota.co.uk
sifrFetch	1st Party	This is used to improve the readability of the text on the site using font flash replacement	NONE	usedcars.toyota.co.uk / usedcars.<domain>.toyota.co.uk
uwl-access	1st Party	This cookie stores Information once you are logged into the website and keeps you logged in (so you don't have to enter a password each time)	2 hours	usedcars.toyota.co.uk / usedcars.<domain>.toyota.co.uk
brand	1st Party	Used to differentiate whether user has interacted with main website or retailer website. This is in order for the enquiry to be stored and dealt with under the correct affinity	1 month	www.toyota-insurance-quote.co.uk
BALANCEID	3rd Party	This cookie allows to keep track of products you purchased and maintains the total balance to be paid	NONE	estore.toyota.co.uk
SHOP_SESSION_TOKEN	3rd Party	This cookie allows the site to remember what you have done from page to page (for example to store products selected for purchase).	7 days	estore.toyota.co.uk

ekashu	3rd Party	Secure cookie; used to store a cardholder session identifier. The session is then used to cache certain information that is used during the payment process. The cookie is not this cache, it is just an identifier.	NONE	ekashu.com
ekashu_cookie_test	3rd Party	To perform a check to ensure that your browser supports cookies, in order to support payment processing	NONE	ekashu.com
comment_author	1st Party	When visitors comment on the blog, they get cookies stored on their computer. This is purely a convenience, so that the visitor won't need to re-type all their information again when they want to leave another comment. http://codex.wordpress.org/WordPress_Cookies	1 year	blog.toyota.co.uk
PHPSESSID	1st Party	This cookie allows the site to remember what you have done from page to page	NONE	blog.toyota.co.uk
X-mapping-jkkmfemi	1st Party	Rackspace session cookie, used to maintain session between user and site	NONE	blog.toyota.co.uk

Site support, improvements and analytics

The following cookies are used to monitor and analyse how and when people access and interact with this site. The information that they generate is aggregated anonymously and is used to plan and evaluate marketing campaigns and to improve this site.

Cookie Name	Category	What it does	Persistence after browser closed	Domain
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__utmx	3rd Party	Google Website Optimizer used for A/B testing, used for site improvements	18 months	www.toyota.co.uk
__utmxx	3rd Party	Google Website Optimizer used for A/B testing, used for site improvements	18 months	www.toyota.co.uk
psyma_participation	1st Party	Stores user's preferences in decision to participate in the PSYMA Research Survey.	1 month	www.toyota.co.uk
ACCOOKIE	1st Party	Behaviour targeting/advertising designed to keep track of how many times a user visits a website and how long they stay, their browser type, IP address, and other web surfing activities which are sent back to the cookie's host site.	10 years	visitors.toyota.co.uk
WEBTRENDS_ID	1st Party	Behaviour targeting/advertising designed to keep track of how many times a user visits a website and how long they stay, their browser type, IP address, and other web surfing activities which are sent back to the cookie's host site.	10 years	visitors.toyota.co.uk
ANON_ID	3rd Party	No P.I.I. (Personal Identification Information), Cookies which store behavioural data points online such as visits/actions	3 months	tribalfusion.com
ug	3rd Party	"This cookie identifies the visitor as a unique user and records their interactions with the site anonymously"	5 years	specificclick.net
ASPSESSIONIDQCARDBSD	3rd Party	Unique key to identify each chat session	NONE	server.lon.liveperson.net
HumanClickACTIVE	3rd Party	This cookie (sometimes referred to as an acceptance test cookie) is used to determine whether a cookie can be set on a browser.	1 day	server.lon.liveperson.net
HumanClickKEY	3rd Party	This cookie is used to identify the visitor's session Disabling or blocking this cookie may limit or	NONE	server.lon.liveperson.net

		prevent the visitor from receiving assistance from the customer's website via LivePerson's services.		
HumanClickSiteContainerID_82580972	3rd Party	This cookie is used to identify the visitor's session Disabling or blocking this cookie may limit or prevent the visitor from receiving assistance from the customer's website via LivePerson's services.	NONE	server.lon.liveperson.net
LivePersonID	3rd Party	This cookie is used in order to allow LivePerson to distribute usage of its services across a cluster of servers (for load balancing purposes). Disabling or blocking this cookie may limit or prevent the visitor from receiving assistance from the customer's website via LivePerson's services.	1 year	liveperson.net
exchange_uid	3rd Party	Is Conversion, OrderID	1 year	invitemedia.com
segments_p1	3rd Party	User Id, Campaign Frequency, IO Frequency, Is Impression, Is Click Segment ID, Is Conversion, Database Record ID, Exchange User Id, Account/Partner user ID, Has user Opted out	1 year	invitemedia.com
uid	3rd Party	User Id, Campaign Frequency, IO Frequency, Is Impression, Is Click Segment ID, Is Conversion, Database Record ID, Exchange User Id, Account/Partner user ID, Has user Opted out	1 year	invitemedia.com
_utma	3rd Party	Identifying Unique Visitors	NONE	Google.com
_utmb	3rd Party	Determining Visitor Session	30 mins	Google.com
_utmc	3rd Party	Determining Visitor Session	NONE	Google.com
_utmz	3rd Party	Tracking Traffic Sources & Navigation	1 month	Google.com

JSESSIONID	3rd Party	This cookie assigns a unique id used to ensure in-session communication is handled properly between the user's browser and the server	NONE	dp2.specificclick.net
id	3rd Party	This cookie creates a time stamped user ID and records the visitors IP address	2 years	doubleclick.net
TCID	3rd Party	“This cookie identifies the visitor as a unique user and records their interactions with the site anonymously”	2 years	auto.sophus3.com
TCSess	3rd Party	This cookie identifies the visitor as a user. Any information acquired is used purely for analytical purposes in order to interpret trends and web behaviour.	NONE	auto.sophus3.com
AA002	3rd Party	This cookie records that the visitor has seen this page, no personal information	2 years	atdmt.com
MUID	3rd Party	This cookie records that the visitor has seen this page, no personal information	2 years	atdmt.com
__utma	1st Party	This cookie records the visitor's number of visits, and the time of the first visit, the previous visit, and the current visit	2 years	www.toyota.co.uk
__utmb	1st Party	This cookie records how long a visitor has been on the page: Enter page	30 minutes	www.toyota.co.uk
__utmc	1st Party	This cookie records how long a visitor has been on the page: Leave page	NONE	www.toyota.co.uk
__utmz	1st Party	This cookie records where the visitor came from, search engine used, link(s) visited, keyword(s) used, and geographical location.	6 months	www.toyota.co.uk
WT_FPC	1st Party	This cookie allows the website to remember the visitor's IP address, last visit time, and the start of their most recent session.	5 years	www.toyota.co.uk
bh	3rd Party	Tracks conversion of referred visits into website	2 years	ad.yieldmanager.com
uid	3rd Party	Tracks conversion of referred visits into website	1 month	ad.yieldmanager.com

fv	1st Party	This cookie will change the appearance of the page dependant on what version of flash you use	7 days	usedcars.toyota.co.uk / usedcars.<domain>.toyota.co.uk
pst-pcde	1st Party	The cookie is used to load your previous search details on returning the site to avoid re-entering the details. Primarily used to store your location details.	18 days	usedcars.toyota.co.uk / usedcars.<domain>.toyota.co.uk
pst-uctr	1st Party	This cookie allows us to load your previous search details when you return to the site, to avoid re-entering the details. Primarily used to store your location details.	15 days	usedcars.toyota.co.uk / usedcars.<domain>.toyota.co.uk
referrerid	1st Party	Used to track referrals (from which site user has come from) in order for us to improve our presence on 3rd party sites	1 month	www.toyota-insurance-quote.co.uk
RECENTLY_VIEWED_PRODUCTS	3rd Party	This cookie allows to keep track of products that were viewed earlier and helps navigating around the website	1 month	estore.toyota.co.uk
STORE_VISITOR	3rd Party	This cookie allows to uniquely identify your visit and helps maintaining your shopping experience	1 day	estore.toyota.co.uk
comment_author_email	1st Party	When visitors comment on the blog, they get cookies stored on their computer. This is purely a convenience, so that the visitor won't need to re-type all their information again when they want to leave another comment. http://codex.wordpress.org/WordPress_Cookies	1 year	blog.toyota.co.uk
comment_author_url	1st Party	When visitors comment on the blog, they get cookies stored on their computer. This is purely a convenience, so that the visitor won't need to re-type all their information again when they want to leave another comment. http://codex.wordpress.org/WordPress_Cookies	1 year	blog.toyota.co.uk

NID	3rd Party	These cookies are used by Google to store user preferences and information when viewing pages with Google Maps on them	6 months	google.com
PREF	3rd Party	Stores user preferences and information when viewing pages with Google Maps on them.	2 years	google.com

Advertising and Social Media

The following cookies are set by selected social media suppliers and advertising agencies to record and facilitate social media interactions and to enable targeted advertising to be made based on your online behaviour.

Cookie Name	Category	What it does	Persistence after browser closed	Domain
PREF	3rd Party	YouTube uses cookies to help maintain the integrity of video statistics, prevent fraud and to improve the site experience, among other things	10 years	youtube.com
use_hitbox	3rd Party	YouTube is used by the website to store and show video content. These cookies are set by YouTube to track usage of its services.	NONE	youtube.com
VISITOR_INFO1_LIVE	3rd Party	YouTube is used by the website to store and show video content. These cookies are set by YouTube to track usage of its services.	1 year	youtube.com
_twitter_sess	3rd Party	This cookie is used when a visitor is logged into twitter. It enables twitter to recognise user and enables sharing	NONE	twitter.com
_utma	3rd Party	This cookie is used when a visitor is logged into twitter. It enables twitter to recognise user and enables sharing	2 years	twitter.com
_utmb	3rd Party	This cookie is used when a visitor is logged into twitter. It enables twitter to recognise user and enables sharing	30 mins	twitter.com
_utmc	3rd Party	This cookie is used when a visitor is logged into twitter. It enables twitter to recognise user and enables	NONE	twitter.com

		sharing		
_utmv	3rd Party	This cookie is used when a visitor is logged into twitter. It enables twitter to recognise user and enables	2 years	twitter.com
_utmz	3rd Party	This cookie is used when a visitor is logged into twitter. It enables twitter to recognise user and enables sharing	NONE	twitter.com
auth_token	3rd Party	This cookie is used when a visitor is logged into twitter. It enables twitter to recognise user and enables sharing	NONE	twitter.com
auth_token_sess	3rd Party	This cookie is used when a visitor is logged into twitter. It enables twitter to recognise user and enables sharing	NONE	twitter.com
guest_id	3rd Party	This cookie is used when a visitor is logged into twitter. It enables twitter to recognise user and enables sharing	1 day	twitter.com
k	3rd Party	This cookie is used when a visitor is logged into twitter. It enables twitter to recognise user and enables sharing	15 days	twitter.com
lang	3rd Party	This cookie is used when a visitor is logged into twitter. It enables twitter to recognise user and enables sharing	NONE	twitter.com
original_referrer	3rd Party	This cookie is used when a visitor is logged into twitter. It enables twitter to recognise user and enables sharing	NONE	twitter.com
pid	3rd Party	These cookies are used by twitter to provide your micro-blogging feed and referrer	2 years	twitter.com
secure_session	3rd Party	This cookie is used when a visitor is logged into twitter. It enables twitter to recognise user and enables sharing	NONE	twitter.com
twid	3rd Party	This cookie is used when a visitor is logged into twitter. It enables twitter to recognise user and enables sharing	NONE	twitter.com

twll	3rd Party	This cookie is used when a visitor is logged into twitter. It enables twitter to recognise user and enables sharing	1 day	twitter.com
c_user	3rd Party	Facebook cookie	NONE	facebook.com
CSM	3rd Party	Facebook cookie	NONE	facebook.com
datr	3rd Party	The 'datr' cookie tracks attempts to log in and to create multiple accounts (an anti-spammer measure).	2 years	facebook.com
lu	3rd Party	The 'lu' cookie is used to pre-fill the user's email address in the Facebook login form.	2 years	facebook.com
s	3rd Party	Facebook cookie	NONE	facebook.com
xs	3rd Party	Facebook cookie	NONE	facebook.com
UID	3rd Party	This cookie collects internet web browsing data and then uses that data to help show how people use the internet, what they like about it, and what they don't	2 years	.scorecardresearch.com
UIDR	3rd Party	This cookie collects internet web browsing data and then uses that data to help show how people use the internet, what they like about it, and what they don't	2 years	.scorecardresearch.com
_stid	3rd Party	ShareThis offers online services and applications that allow you to share content on the Web more easily. See more at: http://sharethis.com/privacy#sthash.eY9endYG.dpuf	NONE	sharethis.com
_uset	3rd Party	ShareThis offers online services and applications that allow you to share content on the Web more easily. See more at: http://sharethis.com/privacy#sthash.eY9endYG.dpuf	2 hours	sharethis.com

Privacy

Please see our Privacy Policy to learn how we make use of the personal information that we may collect on this website.