

Cookie Policy



Cookie Policy

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Document Amendment History

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Version	Amendment date	Change Notes	Author / Approver
V1	24/03/2026	Initial Publication	CS / GAP
V2	05/06/2026	Added information about New Cookie Banner, ZoomInfo cookies, HotJar cookies	CS / GAP / VV

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Introduction

This Cookie notice explains what cookies are, what types of cookies are placed on your device when you visit our websites and how we use them.

This Cookie notice does not apply to, and we are not responsible for, the cookie practices of third-party websites which may be linked to our websites. Once you leave our websites, we do not have control over the placement of cookies on other websites, even if you are directed to them from our websites.

Please see our Privacy Notice <https://www.revealmedia.co.uk/privacy-policy> for further information on how Reveal Media, the controller, processes your personal information.

If you are accessing our website from the United States, please note that certain US state privacy laws, including the California Consumer Privacy Act (CCPA) and California Privacy Rights Act (CPRA), may grant you additional rights regarding the use of cookies and tracking technologies. For further information on your rights as a US resident, please refer to our US Privacy Notice at <https://www.revealmedia.com/privacy-policy>.

Note: Companies are required to maintain a Cookie Policy in order to meet their legal obligations under the Privacy and Electronic Communications Regulations (PECR), as amended by the Data (Use and Access) Act 2025 (DUAA), which governs the use of cookies in the UK, and the UK General Data Protection Regulation (UK GDPR). The DUAA introduced significant amendments to PECR from 5 February 2026, including new exemptions from the prior consent requirement for certain categories of cookie and a substantially increased penalty regime. For visitors accessing our websites from the United States, additional obligations may apply under US state privacy laws, including the California Consumer Privacy Act (CCPA) and California Privacy Rights Act (CPRA).

Scope

The entire organisation.

Policy statement

1 What are cookies?

Cookies are small text files that are sent to or accessed from your web browser or your device's memory. A cookie typically contains the name of the domain (internet location) from which the cookie originated, the "lifetime" of the cookie (i.e. when it expires) and a randomly generated unique number or another identifier. A cookie may also contain information about your device, such as user settings, browsing history and activities conducted while using our services.

2 Who can drop cookies?

First-party cookies are placed on your device directly by Reveal Media. For example, Reveal Media uses first-party cookies to adapt our website to your browser's language preferences and to better understand your use of our website.

Third-party cookies are placed on your device by our partners and service providers. For example, Reveal Media use third-party cookies to measure user numbers on our website or to enable you to maintain your logged-in status when you move between pages of the website.

3 How long does a cookie stay on my device?

Session cookies. There are session cookies and persistent cookies. Session cookies only last until you close your browser. We use session cookies for a variety of reasons, including to

learn more about your use of our website during one single browser session and to help you to use our website more efficiently.

Persistent cookies have a longer lifespan and aren't automatically deleted when you close your browser. These types of cookies are primarily used to help you quickly sign-in to our website again and for analytical purposes.

4 Do we use other tracking technologies?

Other technologies (which Reveal Media also call cookies) such as web beacons (also called pixel tags or clear gifs), tracking URLs, software development kits (SDKs) or tags can also be used. Web beacons are tiny graphics files that contain a unique identifier that enable us to recognise when someone has visited our service or opened an e-mail that Reveal Media has sent them. Tracking URLs are custom generated links that help us understand where the traffic to our webpages comes from. SDKs are small pieces of code included in apps, which function like cookies and web beacons. Tags are short pieces of code included in our website that function like cookies and involves the sharing of certain information about your device and your interactions with our website and with our third-party partner(s).

5 What does Reveal Media use cookies (and other tracking technologies) for?

Like most providers of online services, Reveal Media use cookies and other tracking technologies to provide, secure and improve our services, including by remembering your preferences, recognizing you when you visit our website, personalising and tailoring ads to your interests and for, advertising or retargeting purposes. To accomplish these purposes, Reveal Media also may link information from cookies with other personal information Reveal Media holds about you.

When you visit our website, some or all of the following types of cookies may be set on your device.

6 Cookie types and what they do

Essential website cookies

These cookies are strictly necessary to provide you with services available through our website and to use some of its features, such as access to secure areas.

Functionality & Preference cookies

These cookies are used to provide you with certain functionality on our websites. These cookies are not essential but enhance your use of our websites. For example, we may use cookies to remember choices you make (such as your preferred language or region you are in), to recognize the platform from which you access the site, to enable embedded videos, and to provide enhanced and more personal features. From 5 February 2026, functionality and preference cookies of this nature may be placed on your device without your prior consent under the Data (Use and Access) Act 2025. However, you retain the right to opt out of these cookies at any time free of charge by using the Cookie Preferences link in the footer of our website.

Analytics cookies

These cookies help us understand how our website is being used, how effective marketing campaigns are, and help us customise and improve our websites for you.

Targeting and advertising cookies

These cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, selecting advertisements that are based on your interests and measuring the number of ads displayed and their performance, such as how many people clicked on a given ad.

Social media cookies

These cookies are used to enable you to share pages and content that you find interesting on our website through third-party social networking and other websites. These cookies may also be used for advertising purposes too.

Geolocation

If you give us your consent, we can collect your precise geolocation (latitude and longitude) through various means, depending on the service and device you're using, including GPS, Bluetooth or Wi-Fi connections. The collection of your geolocation may occur in the background even when you aren't using the services if the permission you gave us expressly permits such collection. If you decline permission for us to collect your geolocation, we will not collect it.

If you would like more details, we can provide you with information regarding the cookies and other tracking technologies used on our website. We will try to be as comprehensive as possible when providing such a list, however, the cookies and other tracking technologies used on our website will change from time to time.

Under the Data (Use and Access) Act 2025, analytics cookies used solely by the website operator for its own statistical purposes may be exempt from the prior consent requirement, though users retain a right to opt out. Where analytics data is processed by or shared with third-party providers, consent is still required. As Reveal Media uses third-party analytics services, we continue to obtain your consent before placing analytics cookies.

7 How can you control cookies?

Browser and devices controls

Some web browsers provide settings that allow you to control or reject cookies or to alert you when a cookie is placed on your computer. The procedure for managing cookies is slightly different for each internet browser. You can check the specific steps in your particular browser help menu.

You also may be able to reset device identifiers by activating the appropriate setting on your mobile device. The procedure for managing device identifiers is slightly different for each device. You can check the specific steps in the help or settings menu of your particular device.

Cookie Consent Banner

When you first visit our website, a Cookie Consent banner will appear, powered by Cookie Buddy. This banner allows you to choose which cookies you wish to accept before any non-essential cookies are placed on your device.

Accepting all cookies: By clicking Accept All on the banner, you consent to Reveal Media placing all categories of cookies on your device, including analytics, advertising, and personalisation cookies, as described in the cookie list below.

Customising your preferences: By clicking Customise, a preferences panel will open where you can review each category of cookie and choose which to accept or decline individually. You can also click Reject All Non-Required within this panel to decline all non-essential

cookies in one step. Essential cookies, which are required for the website to function, will remain active regardless of your choice.

Updating your preferences: You can review and change your cookie choices at any time by clicking the Cookie Preferences link in the footer of our website. This will reopen the preferences panel, allowing you to amend your selections or withdraw your consent.

Interest-based advertising tools

You can opt out of seeing online interest-based advertising from participating companies through the Digital Advertising Alliance, the Interactive Advertising Bureau (IAB) or Appchoices (apps only).

Withdrawing your consent: You may withdraw your consent to non-essential cookies at any time by clicking the Cookie Preferences link in the footer of our website and selecting Reject All Non-Required.

Do not track

Some web browsers, including Safari, Firefox and Chrome, have historically offered a "Do Not Track" ("DNT") feature. When enabled, this sends a signal to websites indicating that the user does not want their online activity tracked. However, DNT signals are not legally or technically standardised, and websites are not required to honour them. For this reason, most businesses, including Reveal Media, do not currently respond to DNT signals.

Social media

To allow you to share content on social media, some features of this website use social media plug-ins. Depending on your social media account settings, Reveal Media automatically receive information from the social media platform when you use the corresponding button on our website.

Social media platforms utilise information about their users in order to determine whether those users should be presented a specific advertising campaign based on criteria selected by the advertiser. This may include information collected through a pixel or similar technology placed on our website, provided by users to the social media platform (e.g. account information and usage of the social network), and information collected from third party websites that is shared with the social media platform.

To opt out of personalised advertisements on your social media account or newsfeed, please visit the privacy or advertising settings within your individual social media platform account. Each platform manages these preferences directly.

To learn more about social media cookies, Reveal Media suggest you refer to your social media platform's Cookie Notice and Privacy Notice.

8 What happens if I disable all cookies?

The changes you make to your cookie preferences may make browsing our website a less satisfying experience. In some cases, you may even find yourself unable to use all or part of our site.

Opting out of advertising cookies does not mean you will not see ads– it means you won't see personalized advertising from the companies that participate in the opt-out programs.

Also, if you delete cookies on your device after you opted out, you will need to opt-out again.

9 How to contact us?

If you have questions about this Cookie notice, you can email us at marketing@revealmedia.com.

You also have the right to raise a complaint about our use of cookies or our handling of your personal data directly with us. Please direct any such complaint to dpo@revealmedia.com or marketing@revealmedia.com. We will acknowledge your complaint within 30 days and respond without undue delay. You also have the right to raise a complaint with the Information Commissioner's Office at www.ico.org.uk.

Details of the cookies and tracking technologies used	Cookie Name	Category	Cookie/tag	Third Party	Partner(s) deploying cookie/tag that information is shared with	Cookie Duration	Purpose
DoubleClick.net	ar_debug	User Statistics	Homepage Entry		Google Ads	14 Days	Targeting and advertising
DoubleClick.net	IDE	User Statistics	Homepage Entry		Google Ads	14 Days	Targeting and advertising
Pardot	pardot	Client Relationship Management	Contact & Demo Forms		Salesforce Lightning	3 Years	View User Activity for Marketing & Sales
Youtube	YSC	Social Pixel	Homepage & Product Pages		Google Network	14 Days	View User Activity for Marketing
LinkedIn	__cf_bm	Analytics	All Pages		LinkedIn	1 Day	View User Activity for Marketing
LinkedIn	lms_ads	Advertising	All Pages		LinkedIn Ads	1 Day	View User Activity for Marketing & Sales
GA4	_ga	Analytics	All Pages		Google	1 Year	View User Activity for Marketing

HotJar	_hjSession_6520392	Analytics	All Pages		HotJar	30 mins	Holds current session data (revealmedia.co.uk)
HotJar	_hjSession_6705845	Analytics	All Pages		HotJar	30 minutes	Holds current session data (revealmedia.com)
HotJar	_hjSessionUser_6520392	Analytics	All Pages		HotJar	1Year	Persistent unique visitor ID (revealmedia.co.uk)
HotJar	_hjSessionUser_6705845	Analytics	All Pages		HotJar	1Year	Persistent unique visitor ID (revealmedia.com)
ZoomInfo WebSights	_zitok	Analytics	All Pages		ZoomInfo	365 Days	First party cookie used for maintaining a unique visitor identifier. This cookie is used for WebSights, FormComplete, Chat and Schedule products. It contains an opaque GUID to represent the current visitor.
ZoomInfo	CookieConsent	Essential	All Pages		ZoomInfo	365 Days	Stores user consent data for GDPR/privacy compliance

ZoomInfo	_cfuvid	Essential	All Pages		Cloudflare / ZoomInfo	Session	Rate limiting cookie that distinguishes individual users sharing the same IP address
ZoomInfo / Clickagy	coo	Advertising	All Pages		Clickagy	365 Days	Opt-out cookie — prevents targeting/advertising cookies from being set when a user has opted out. Note: additional Clickagy cookies may apply — verify via ZoomInfo Admin Portal