

# Yellow Stone Finance

## Cookie Policy

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
- **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

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

`_cfduid`

This cookie is used by CloudFlare, it is used to speed up page load times. This cookie does not contain any personal information. This is a third-party cookie.

`__utma`

The `_utma` cookie is part of Google analytics, and is primarily used to track visits to any site which uses Google analytics. `_utma` stores the number of visits made from your device, the time of the first visit, the previous visit, and the current visit. This cookie does not contain any personal information other than the IP address of your device. This is a third-party cookie.

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## `__utmb`

The `__utmb` cookie is part of Google analytics. `__utmb` and `__utmc` are used to check approximately how long you stay on any site which uses Google analytics: when a visit starts, and approximately ends. This cookie does not contain any personal information other than the IP address of your device. This is a third-party cookie.

## `__utmc`

The `__utmc` cookie is part of Google analytics. `__utmb` and `__utmc` are used to check approximately how long you stay on any site which uses Google analytics: when a visit starts, and approximately ends. This cookie does not contain any personal information other than the IP address of your device. This is a third-party cookie.

## `__utmt`

This cookie is set by Google Analytics. It is used to throttle the request rate for the service - limiting the collection of data on high traffic sites. It expires after 10 minutes. The main purpose of this cookie is: Performance. This cookie does not contain any personal information. This is a third-party cookie.

## `__utmz`

The `__utmz` cookie is part of Google analytics. `__utmz` keeps track of where the visitor came from, what search engine you used, what link you clicked on, what keyword you used, and where they were in the world when you accessed a website. This cookie is how Google Analytics knows to whom and to what source / medium / keyword to assign the credit for a Goal Conversion or an Ecommerce Transaction. This cookie does not contain any personal information other than the IP address of your device. This is a third-party cookie.

## `_dc_gtm_UA-`

This cookie is part of Google Tag Manager and used to load other scripts and code into a page. Without it, other scripts may not function correctly. The end of the name is a unique number which is also an identifier for Borro's Google Analytics account. This cookie does not contain any personal information. This is a third-party cookie.

## `_ga`

The `_ga` cookie is part of Google analytics. `_ga` cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. This cookie does not contain any personal information other than the IP address of your device.

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## `_gid`

The `_gid` cookie is part of Google analytics. `_gid` cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. This cookie does not contain any personal information other than the IP address of your device. This is a third-party cookie.

## `_mkto_trk`

The `_mkto_trk` cookie is used by Marketo. `_mkto_trk` cookie is used to link visitor behaviour to the recipient of an email marketing campaign, to measure campaign effectiveness. This cookie does not contain any personal information other than the IP address of your device. This is a third-party cookie.

## `_uetsid`

This website uses the Microsoft Bing remarketing service to advertise our products and services on other websites (including Bing) to previous visitors to our site. This could be in the form of an advertisement on the Bing search results page, or a site in the Bing Display Network. Any data collected will be used in accordance with our own privacy policy and Bing's privacy policy. This is a third-party cookie.

## `1P_JAR`

This cookie is used by Google Adwords to allow user tracking. The main purpose of this cookie is Targeting/Advertising. This cookie does not contain any personal information. This is a third-party cookie.

## `Afid`

This cookie is used to record the first referring partner so we know what marketing efforts generating traffic to our website. It does not contain any personal information. This is a first party cookie.

## `Bcookie`

This cookie is used by LinkedIn to allow user tracking. The main purpose of this cookie is Targeting/Advertising. This cookie does not contain any personal information. This is a third-party cookie.

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## BizID

This cookie is used by LinkedIn to allow user tracking. The main purpose of this cookie is Targeting/Advertising. This cookie does not contain any personal information. This is a third-party cookie.

## Buid

This cookie is used to identify visitors, it's secure and unguessable it does not contain any personal information. This is a first party cookie.

## Cafid

This cookie is used to record the first referring client affiliate or sub affiliate so we know what marketing efforts generating traffic to our website. It does not contain any personal information. This is a first party cookie.

## cid

This cookie is used to record the first referring campaign so we know what marketing efforts generating traffic to our website. It does not contain any personal information. This is a first party cookie.

## COOKIE\_SUPPORT

This cookie is used to record if your browser will accept cookies so we can tailor your experience on our website. It does not contain any personal information. This is a first party cookie.

## DUP

This cookie is used by Microsoft Bing to allow user tracking. The main purpose of this cookie is Targeting/Advertising. This cookie does not contain any personal information. This is a third-party cookie.

## GUEST\_LANGUAGE\_ID

This cookie is used to record your preferred language, it is currently unused. It does not contain any personal information. This is a first party cookie.

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## IDE

This cookie is used by Google Adwords to allow user tracking. The main purpose of this cookie is Targeting/Advertising. This cookie does not contain any personal information. This is a third-party cookie.

## incap\_ses\_340\_839751

The incap\_ses cookie is part of Incapsula our web application firewall, It is used to protect us against DDOS attacks, SQL injection and malicious requests. It does not contain any personal information. This is a third-party cookie.

## JSESSIONID

This is an essential security cookie for the security of your online loan account. This is a first party cookie.

## Landed

This cookie is used to record when you first visited our website. We use this to understand how long it takes from first visit to making an enquiry. It does not contain any personal information. This is a first party cookie.

## Landingpage

This cookie is used to record the first page you visited our website. We use this to understand which pages are convert better. It does not contain any personal information. This is a first party cookie.

## Lang

This cookie is used by LinkedIn to allow user tracking. The main purpose of this cookie is Targeting/Advertising. This cookie does not contain any personal information. This is a third-party cookie.

## last\_afid

This cookie is used to record the first referring partner so we know what marketing efforts generating traffic to our website. It does not contain any personal information. This is a first party cookie.

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## last\_cafid

This cookie is used to record the last referring client affiliate or sub affiliate so we know what marketing efforts generating traffic to our website. It does not contain any personal information. This is a first party cookie.

## last\_cid

This cookie is used to record the last referring campaign so we know what marketing efforts generating traffic to our website. It does not contain any personal information. This is a first party cookie.

## last\_landed

This cookie is used to record the last time you visited our website so we know what marketing efforts generating traffic to our website. It does not contain any personal information. This is a first party cookie.

## last\_landingpage

This cookie is used to record the last page you landed on when you came to our site via an affiliate so we know what marketing efforts generating traffic to our website. It does not contain any personal information. This is a first party cookie.

last\_referrer This cookie is used to record the last affiliate who directed you to our site so we know what marketing efforts generating traffic to our website. It does not contain any personal information. This is a first party cookie.

## last\_scid

This cookie is used to record the last sub campaign so we know what marketing efforts generating traffic to our website. It does not contain any personal information. This is a first party cookie.

## last\_src

This cookie is used to record the last referring website so we know what marketing efforts generating traffic to our website. It does not contain any personal information. This is a first party cookie.

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## last\_utm\_campaign

This cookie is used to record the last adword campaign so we know what marketing efforts generating traffic to our website. It does not contain any personal information. This is a first party cookie.

## last\_utm\_content

This cookie is used to record the last adword content so we know can generate unique content for you on our website. It does not contain any personal information. This is a first party cookie.

## Lidc

This cookie is used by Linked in to allow user tracking. The main purpose of this cookie is Targeting/Advertising. This cookie does not contain any personal information. This is a third-party cookie.

## MUID

This cookie is used by Microsoft to allow user tracking. The main purpose of this cookie is Targeting/Advertising. This cookie does not contain any personal information. This is a third-party cookie.

## MUIDB

This cookie is used by Microsoft to allow user tracking. The main purpose of this cookie is Targeting/Advertising. This cookie does not contain any personal information. This is a third-party cookie.

## NID

This cookie is used by Google Adwords to allow user tracking. The main purpose of this cookie is Targeting/Advertising. This cookie does not contain any personal information. This is a third-party cookie.

## nlbi\_

The nlbi cookie is part of Incapsula our web application firewall. It is used to protect us against DDOS attacks, SQL injection and malicious requests. It does not contain any personal information. This is a third-party cookie.

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## PSMAFF

This cookie is used by Perfect Storm to help optimise our adword advertising campaigns. It does not contain any personal information. This is a third-party cookie.

## Safid

This cookie is used to record the first referring affiliate so we know what marketing efforts generating traffic to our website. It does not contain any personal information. This is a first party cookie.

## Scid

This cookie is used to record the first sub campaign so we know what marketing efforts generating traffic to our website. It does not contain any personal information. This is a first party cookie.

## searchTerms

This cookie is used to record the search terms used to find our site. We use this to understand which pages are commonly found in search engines and for what terms. It does not contain any personal information. This is a first party cookie.

## Src

This cookie is used to record the first referring website so we know what marketing efforts generating traffic to our website. It does not contain any personal information. This is a first party cookie.

## SRCHD

This cookie is used by Microsoft Bing to allow user tracking. The main purpose of this cookie is Targeting/Advertising. This cookie does not contain any personal information. This is a third-party cookie.

## Survey

This cookie is used to record if we have already asked you to take part in our survey. It does not contain any personal information. This is a first party cookie.



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## utm\_campaign

This cookie is used to record the first adword campaign so we know what marketing efforts generating traffic to our website. It does not contain any personal information. This is a first party cookie.

## utm\_content

This cookie is used to record the first adword content so we know can generate unique content for you on our website. It does not contain any personal information. This is a first party cookie.

## utm\_medium

This cookie is used to record the first adword medium so we know can generate unique content for you on our website. It does not contain any personal information. This is a first party cookie.

## utm\_source

This cookie is used to record the first adword source so we know can generate unique content for you on our website. It does not contain any personal information. This is a first party cookie.

## visid\_incap\_

The visid\_incap cookie is part of Incapsula our web application firewall, It is used to protect us against DDOS attacks, SQL injection and malicious requests. It does not contain any personal information. This is a third-party cookie.

## Vsid

The visid cookie is part of Incapsula our web application firewall, It is used to protect us against DDOS attacks, SQL injection and malicious requests. It does not contain any personal information. This is a third-party cookie.

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

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If you want to delete any cookies that are already on your computer, please refer to the instructions for your file management software to locate the file or directory that stores cookies. Information on deleting or controlling cookies is available at [www.AboutCookies.org](http://www.AboutCookies.org). Please note that by deleting our cookies or disabling future cookies you may not be able to access certain areas or features of our site.

## Contact information

If you have any questions in relation to this policy, please contact us at:

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- Tel No: 020 7495 6210
- [enquiry@yellowstonefinance.com](mailto:enquiry@yellowstonefinance.com)      Reference      /      subject  
COMMUNICATIONS