

Help us make the NHS website better

Take this short survey

- Yes
- Maybe later
- No



Our terms, conditions and policies

Cookies policy

Cookies information

Cookies – small information files placed on your device – are used to improve services for you by, for example:

- enabling the service to recognise your device so you do not need to give the same information repeatedly
- recognising when you have already given a username and password so that you do not need to do so for every subsequent web page you visit
- Improving services we provide by providing you with a personalised journey, where applicable
- measuring how many people are using the services we provide, so we can make them easier and faster to use
- analysing data, anonymously, to help us understand how people interact with government services

When we provide services, we want to make them easy, useful and reliable. Where services are delivered on the internet, this sometimes involves placing small amounts of information on your computer, mobile phone or whatever device you are using to access the internet. This information is held in cookies. You can learn more about cookies from the [GOV.UK guidance on cookies](#).

For more information about how to remove cookies from your device, or how to block individual cookies from being received, please see the instructions and guidance at [ico.org.uk](#).

See below for further details about cookies you may encounter while visiting the NHS Choices website and associated services such as Change4Life. These details include what information is being held, how long you can expect it to be stored, and how your experience of our website will change if you block individual cookies from being sent to your device.

First-party cookies hide

Name: ASP.NET_SessionID

Description: This cookie is set to ensure the user does not have any disruption to their user experience while accessing NHS Choices. This cookie holds no personal information; it helps us provide our users with an uninterrupted journey through the website

Lifespan: Session

Domain: nhs.uk

Name: cookie

Description: This cookie is set to ensure the user does not have any disruption to their user experience while accessing NHS Choices. This cookie holds no personal information; it helps us provide our users with an uninterrupted journey through the website

Lifespan: Session

Domain: nhs.uk

Name: WFE

Description: Used to establish a connection to the web server. The cookie does not gather any personal information about you

Lifespan: Session

Domain: nhs.uk

Name: _smokefree_session

Description: Used to establish a connection to the web server. The cookie does not gather any personal information about you

Lifespan: Session

Domain: nhs.uk

Name: Dassignup.dismiss

Description: On pages that offer sign-up to the Information Service for Parents, if a user selects not to display the "Sign up for free pregnancy and baby emails" pop-up after their first visit, this cookie is used to stop the pop-up being displayed to the user again

Lifespan: Up to 3 years

Domain: nhs.uk

Name: is_returning

Description: Used to establish a connection to the web server and identifies whether the user is a repeat user. The cookie does not gather any personal information about you

Lifespan: Up to 4 years

Domain: nhs.uk

Name: nhs_heartage

Description: Maintains form inputs within the Heart Age tool so as to restore them should a user navigate away from the tool and then return. On reload form fields are refilled, results recalculated and the cookie deleted. If the user continues to interact with the tool a new cookie is created and the process repeats. The reset button at the end of the tool also clears the cookie

Lifespan: Session

Domain: nhs.uk

Name: ASP.NET_SessionId

Description: Used for maintaining a user's session

Lifespan: Session

Domain: nhs.uk (Symptom checkers)

Name: website#lang

Description: States that the page is in the English language

Lifespan: Session

Domain: nhs.uk (Symptom checkers)

Name: cp_session

Description: For webchat – stores specific user data including session ID, answers viewed, number of searches, previously viewed answers, previous searches and previously seen email

Lifespan: Session

Domain: nhs.uk (Symptom checkers)

Name: cp_profile

Description: For webchat – user profile token to identify the user

Lifespan: Session

Domain: nhs.uk (Symptom checkers)

Name: cp_login_start

Description: For webchat – a temporary cookie to check if cookies are enabled

Lifespan: Session

Domain: nhs.uk (Symptom checkers)

Name: oauth_token

Description: For webchat – used as authentication token when users use oauth login

Lifespan: Session

Domain: nhs.uk (Symptom checkers)

Name: rrw_ma_login

Description: For webchat – identifies users who have previously filled out a marketing form so that the next form can be pre-filled with known information

Lifespan: Session

Domain: nhs.uk (Symptom checkers)

Name: rrw_enduser_login

Description: For webchat – needed for some site logins

Lifespan: Session

Domain: nhs.uk (Symptom checkers)

Name: rrw_survey_login

Description: For webchat – keeps track of the last page that a user has submitted in a survey

Lifespan: Session

Domain: nhs.uk (Symptom checkers)

Name: noChat

Description: For webchat – to control whether a user should receive a webchat invitation

Lifespan: Session

Domain: nhs.uk (Symptom checkers)

Name: CHAT_SESSION_ID

Description: For webchat – allows reconnection to the current chat session in the event of a system/browser crash

Lifespan: Session

Domain: nhs.uk (Symptom checkers)

Name: JSESSIONID

Description: For webchat – maintains ongoing session with the chat cloud

Lifespan: Session

Domain: nhs.uk (Symptom checkers)

Name: org-pref

Description: This cookie stores the identity of an organisation that you select as a preferred service, such as your GP surgery. This allows us to present details of your chosen service where these may be helpful when you next visit NHS Choices

Lifespan: 6 months

Domain: nhs.uk

Name: geolocation

Description: This cookie stores information about your location, such as latitude/longitude, postcode and place name. It helps us to present information that's relevant to you

Lifespan: 6 months

Domain: nhs.uk

Name: NHSChoicesCookies

Description: On the "Stay well this winter" campaign's page, this cookie is used to stop the cookie message being displayed to you again after you clicked on the "close" icon in the cookie message

Lifespan: 270 days

Domain: nhs.uk (Stay well this winter campaign)

Name: nextgen_session

Description: We analyse information to see what is most effective about our website and associated services to help us identify ways to improve it and to make it more effective. We may also use this information for other purposes, which we would describe to you at the point when we collect the information

Lifespan: Session

Domain: nhs.uk

Name: optimizelyEndUserId

Description: This cookie stores a visitor's unique Optimizely identifier, for Optimizely X Web. It's a combination of a timestamp and random number. No other information about you or your visitors is stored inside. The cookie does not contain any personal information. For more information please read the Optimizely privacy policy

Lifespan: 6 months

Domain: nhs.uk & beta.nhs.uk

Name: optimizelyRedirectData

Description: After Optimizely X Web has executed a redirect experiment the cookie stores various data from the original page so that Optimizely still has access to it on the new page. This information is all non personally identifiable information

Lifespan: 5 seconds

Domain: nhs.uk & beta.nhs.uk

Third-party cookies hide

Name: _utma

Description: 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. For more information [read Google's privacy policy](#).

Lifespan: Session

Domain: Google.com, nhs.uk

Name: _utmb

Description: The _utmb cookie is part of Google analytics, and is primarily used to track visits to any site which uses Google analytics. _utmb 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. For more information [read Google's privacy policy](#).

Lifespan: Session

Domain: Google.com, nhs.uk

Name: _utmz

Description: The _utmz cookie is part of Google analytics and is used to check approximately how long you stay on any site that 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. For more information [read Google's privacy policy](#).

Lifespan: Session

Domain: Google.com, nhs.uk

Name: _utmt

Description: The _utmt cookie is part of Google analytics. It contains no specific customer data other than the IP address of your device, but is used to record custom variables for segmentation. For more information [read Google's privacy policy](#).

Lifespan: Session

Domain: Google.com, nhs.uk

Name: _utmz

Description: The _utmz cookie is part of Google analytics. It contains no specific customer data other than the IP address of your device, but is used to record Custom variables for segmentation. For more information [read Google's privacy policy](#).

Lifespan: Session

Domain: Google.com, nhs.uk

Name: Acookie

Description: ACOOKIE is a Webtrends optimisation third-party cookie. NHS Choices has a third-party relationship with Webtrends which acts on its behalf. Data contained in this cookie includes visitor identifier (not personal details); which of our websites was visited; the time of last visit to one of our websites and the time of this visit. This allows us to understand how recently your device was used to access our website. IP address is recorded if a user enters their postcode and date of birth. For more information [read the Webtrends privacy policy](#).

Lifespan: Up to 2 years

Domain: *.webtrends-live.com, nhs.uk

Name: WT_FPC

Description: WT_FPC is a Webtrends optimisation third party cookie. NHS Choices has a third party relationship with Webtrends which acts on its behalf. The purpose of this cookie is to identify the visitor and the session to allow us to track usage of our websites so we can improve them. Data contained in the cookie includes a visitor ID which is anonymous, and the times of start and end of the visit. IP address is recorded if a user enters their postcode and date of birth. For more information [read the Webtrends privacy policy](#).

Lifespan: Up to 2 years

Domain: *.webtrends-live.com, nhs.uk

Name: Videosurvey, _tmid

Description: Videos viewed on NHS Choices are hosted and supplied (streamed) to users by a third party company named Brightcove. A product called TubeMogul is used by Brightcove to record how much of a video is watched. It uses an anonymous tracking cookie and stores no personal data.

For more information, see [the Brightcove privacy policy](#) and [the TubeMogul privacy policy](#).

Lifespan: Session

Domain: tubemogul.com; brightcove.com; llmwd.net

Name: PREF

Description: NHS Choices uses Google Analytics cookies to record information about which pages you have landed on and how you have navigated through the site.

This data enables us to understand:

- which pages people visit on the service
- which internet browsers are being used
- what pages or features are popular
- which interactive tools are used

The information gathered is not shared with any third party. For more information [read Google's privacy policy](#).

Lifespan: Up to 2 years

Domain: Google.com, nhs.uk

Name: _ga, _gat

Description: NHS Choices uses Google Analytics cookies to record information about which pages you have landed on and how you have navigated through the site.

This data enables us to understand:

- which pages people visit on the service
- which internet browsers are being used
- what pages or features are popular
- which interactive tools are used

The information gathered is not shared with any third party. Additionally, we use a Google Translate API cookie to store your translation preferences for a specific page should you choose to use the translation service on NHS Choices. For more information [read Google's privacy policy](#).

Lifespan: Up to 2 years

Domain: nhs.uk, google.com

Name: DoubleClickID

Description: Ad server tags from DoubleClick are used to understand how people engage with government digital media campaigns. This functionality allows NHS Choices to track clicks on adverts, such as the sponsored links found when you search for a subject on Google. For more information [read Google's privacy policy](#).

Lifespan: Up to 6 months

Domain: *.doubleclick.net

Name: id, b3_1d, b3_7d, mdata, gookie, OAX

Description: Saves information on how you reach and interact with a page. The cookies can also control the display and selection of adverts on the site you came from. For example, if you've already visited a page, you may be more likely to see an advert for it. It also provides site optimisation, reporting and attribution modelling. For more information [read the MIG privacy policy](#) and the [Xaxis privacy policy](#) and learn how to opt out of this tracking.

Lifespan: Up to 13 months

Domain: b3-uk.mookie1.com, mookie1.com, xaxis.com, themig.com

Name: NSC_xxxxxx_xxxx_xxxx

Description: This is a pattern type cookie with the root being NSC_ and the rest of the name being a unique encrypted alpha numeric identifier for the virtual server it originated from. The cookie is used to ensure traffic and user data is routed to the correct locations where a site is hosted on multiple servers, so that the end user has a consistent experience. For more information [read the MIG privacy policy](#) and learn how to opt out of this tracking.

Lifespan: Session

Domain: b3-uk.mookie1.com

Name: d, qoo

Description: Ad server tags from Quantserve are used to understand how people engage with government digital media campaigns. This functionality allows NHS Choices to track clicks on adverts, such as the sponsored links found when you search for a subject on Google. Please [see the Quantcast privacy policy](#) for more information, and to learn how to opt out of this tracking.

Lifespan: Session

Domain: nhs.uk, Quantserve.com

Name: *.fls.doubleclick.net

Description: Ad server tags from DoubleClick are used to understand how people engage with government digital media campaigns. This functionality allows NHS Choices to track clicks on adverts, such as the sponsored links found when you search for a subject on Google. For more information [read Google's privacy policy](#).

Lifespan: Up to 6 months

Domain: *.doubleclick.net

Name: TDID

Description: Stores TTD's unique id for a user

Lifespan: Up to 1 year

Domain: adsvr.org

Name: uuid, uuidc, mt_misc, mt_mop, HRL8

Description: MediaMath uses this information to target ads and measure the effectiveness of ads on behalf of MediaMath's advertisers.

Lifespan: Up to 13 months

Domain: mathtag.com

Name: uuid, OL8U

Description: MediaMath uses this information to target ads and measure the effectiveness of ads on behalf of MediaMath's advertisers.

Lifespan: Up to 1 year

Domain: imiclk.com

Name: uuid2, Sess, Icu, Anj

Description: AppNexus uses the information to provide, operate, manage, maintain, and enhance the platform.

Lifespan: Up to 18 months

Domain: adnxs.com

Name: tuuid

Description: Records the user's page visit

Lifespan: 2 years

Domain: adbrn.com

Name: ADRUM

Description: We analyse information to check the performance of our website and associated services to help us identify ways to improve it and to make it more effective.

Lifespan: Session

Domain: www.nhs.uk .appdynamics.com

Name: hjClosedSurveyInvites

Description: This cookie is set once a visitor interacts with a Survey invitation modal pop-up. It is used to ensure that the same invite does not re-appear if it has already been shown.

Lifespan: 365 days

Domain: hotjar.com

Name: _hjDonePolls

Description: This cookie is set once a visitor completes a Poll using the Feedback Poll widget. It is used to ensure that the same Poll does not re-appear if it has already been filled in.

Lifespan: 365 days

Domain: hotjar.com

Name: _hjMinimizedPolls

Description: This cookie is set once a visitor minimizes a Feedback Poll widget. It is used to ensure that the widget stays minimized when the visitor navigates through your site.

Lifespan: 365 days

Domain: hotjar.com

Name: _hjDoneTestersWidgets

Description: This cookie is set once a visitor submits their information in the Recruit User Testers widget. It is used to ensure that the same form does not re-appear if it has already been filled in.

Lifespan: 365 days

Domain: hotjar.com

Name: _hjMinimizedTestersWidgets

Description: This cookie is set once a visitor minimizes a Recruit User Testers widget. It is used to ensure that the widget stays minimized when the visitor navigates through your site.

Lifespan: 365 days

Domain: hotjar.com

Name: _hjDoneSurveys

Description: This cookie is set once a visitor completes a survey. It is used to only load the survey content if the visitor hasn't completed the survey yet.

Lifespan: 365 days

Domain: hotjar.com

Name: _hjIncludedInSample

Description: This session cookie is set to let Hotjar know whether that visitor is included in the sample which is used to generate funnels.

Lifespan: 365 days

Domain: hotjar.com

Name: _hjShownFeedbackMessage

Description: This cookie is set when a visitor minimizes or completes Incoming Feedback. This is done so that the Incoming Feedback will load as minimized immediately if they navigate to another page where it is set to show.

Lifespan: 365 days

Domain: hotjar.com

Name: NREUM, NRAGENT, JSESSIONID

Description: We analyse information to see what is most effective about our website and associated services to help us identify ways to improve it and to make it more effective. Please see [New Relic cookies](#) for more details.

Lifespan: Session

Domain: nhs.uk newrelic.com

Page last reviewed: 29/10/2014

Next review due: 29/10/2017