BoF

Our Cookie Policy

Introduction

The Business of Fashion values your privacy and only uses cookies to ensure our site is reliable, secure and provides the best experience. When you accept the use of cookies on our site, this helps us to make the site better by remembering your preferences, customising content or advertising and enhancing your experience of our journalism, insight, events and job opportunities.

This policy applies to all BoF website applications which link to this policy and are published by The Business of Fashion Ltd. This policy should be read alongside our **Privacy Policy**.

If you have any questions about the way we use your information or cookies, please contact our customer service team on: **support@businessoffashion.com**

What are cookies?

Cookies are small text files which are placed on your browser when you visit a website. The cookie will help the website, or another website, to recognise your device the next time you visit (using your IP address for example) and serve many purposes, such as remembering your username and preferences. Web beacons, pixels or other similar files can also do the same thing. We use the term "cookies" in this policy to refer to all information collected in this way.

You can choose what level of information is collected via these means at any point using the button at the top of the page.

How we use cookies

We group our cookies into the following categories:

Strictly Necessary
Essential cookies and other technologies are required for our website to function properly. They help us to ensure you can use your account securely to access the full range of information and services available to you, to process payments and refunds, access and manage your data securely and send important service communication.

Preferences and Performance Analytics
When you use our website, we collect the following information, which enables us to create the best experience for you:

Analytics - this information helps us to understand your usage of our website and improve our features and services. For example, which of our pages are mostly frequently visited. We may also use pixel tags in email messages to tell us whether emails have been opened, to assure that we are only sending messages that are of interest to our users.

Advertising - your interactions enable us to understand what is relevant to you and to personalise the advertising you see on our site and other websites you may visit.

Marketing - information about what you engage with enables us to tailor updates about events, offers and promotions of most relevance to you.

We limit the use of third party cookies to trusted BoF Partners, including Google Analytics, DoubleClick, Shopify, Madgex, LeadPages, Typeform, Facebook and LinkedIn.

Embedded Content
We include content from other platforms inside our articles. For example, YouTube videos, Instagram posts or Twitter tweets). You will need to accept cookies from these third-parties in order to view this content.

We limit the use of third parties to trusted BoF Partners, including YouTube, Instagram, Facebook, LinkedIn, and Flourish.

The Cookies we use
Please see our full cookie list below.

ESSENTIAL

COOKIE	DESCRIPTION	DURATION	MORE INFORMATION
bof_cc	Used to manage cookie consent	182 days	**BoF**
did	Used to log you in securely	Per session	**Auth0**
did_compat	Used to log you in securely	Per session	**Auth0**
auth0	Used to log you in securely	Per session	**Auth0**
auth0_compat	Used to log you in securely	Per session	**Auth0**

AWSALB	Used to ensure our site is performing correctly	15 minutes	**Amazon**
AWSELB	Used to ensure our site is performing correctly	15 minutes	**Amazon**
AWSALBCORS	Used to ensure our site is performing correctly	15 minutes	**Amazon**
ab.storage.sessionId.[your-api-key]	Used to send important service communication	Per session	**Braze**
ab.storage.deviceId.[your-api-key]	Used to send important service communication	Per session	**Braze**
__cf_bm	Used to ensure our site is secure	30 minutes	**Cloudflare**
cf_ob_info	Used to ensure our site is secure	Per session	**Cloudflare**
cf_use_ob	Used to ensure our site is secure	1 minute	**Cloudflare**
__cfruid	Used to ensure our site is secure	Per session	**Cloudflare**
dd_cookie_test_*	Used to check for cookie support	1 minute	**DataDog**
_dd_s	Used to help monitor and improve site performance	4 hours	**DataDog**
sp	Used to understand the number of times you visit our website	1 year	**Snowplow**

_sp_id.*	Used to understand engagement on our site between sessions	2 year	**Snowplow**
_sp_ses.*	Used to understand if this is your first session on our site	30 minutes	**Snowplow**
_sp_root_domain_test_ *	Used to help monitor and improve site performance	Per session	**Snowplow**
_ra_session_state	Used for membership payment	Per session	**Recurly**
BRTBCK_PTC	Used to process membership cancellations	Persistent	**Brightback**
BRTBCK_JWT	Used to process membership cancellations	Persistent	**Brightback**
PHPSESSID	Used to grant access to our online events	Per session	**TicketTailor**
enforce_policy	Used to ensure payments are secure	1 year	**Paypal**
ts	Used to ensure payments are secure	Per session	**Paypal**
ts_c	Used to ensure payments are secure	399 days	**Paypal**
trsce	Used to ensure payments are secure	Per session	**Paypal**
l7_az	Used to ensure payments are secure	1 day	**Paypal**
x-csrf-jwt	Used to ensure payments are secure	30 days	**Paypal**

nsid	Used to ensure payments are secure	Per session	**Paypal**
x-pp-s	Used to ensure payments are secure	Per session	**Paypal**
blaize_tracking_id	Used to manage access to our content	Per session	**Zephr**
blaize_session	Used to manage access to our content	Per session	**Zephr**
cookie-message_	Used to gather cookie consent	Persistent	**Madgex**
LoginCookieCheck	Used to check if you have provided cookie consent	Per session	**Madgex**
{sitename}_JobSeeker SiteSession	Used for the Job Search functionality	Persistent	**Madgex**
AnonymousUserId	Used for the Job Search functionality	Persistent - 2 years	**Madgex**
BrowserSession	Used for the Job Search functionality	Persistent - 30 mins	**Madgex**
JobSearchCriteria	Used for the Job Search functionality	Per session	**Madgex**
JobSearchResultIds	Used for the Job Search functionality	Per session	**Madgex**
JSMRI	Used for the Job Search functionality	Persistent - 5 years	**Madgex**
RSAnonymousUserId	Used for the Job Search functionality	Persistent - 2 years	**Madgex**
RSBrowserSession	Used for the Job Search functionality	Persistent - 30 minutes	**Madgex**

SessionId	Used for the Job Search functionality	Per session	**Madgex**
CompatibilityCheck	Used for the Job Search functionality	Persistent	**Madgex**
DoubleSubmit_BoFCareers_ResponsiveJobSeeker	Used to ensure our job search functionality is secure	Per session	**Madgex**
User_RecruiterServices	Used to ensure our job search functionality is secure	Per session	**Madgex**
User_WebSite	Used to ensure our job search functionality is secure	Per session	**Madgex**
ResponsiveJobSeeker	Used to ensure our job search functionality is secure	Persistent	**Madgex**
UrlCSRF_{SiteName}	Used to ensure our job search functionality is secure	Persistent	**Madgex**
FixedFacetDefaults	Used to monitor and improve the user experience	Persistent	**Madgex**
Logon_RecruiterServices	Used to log you in securely	Per session	**Madgex**
Logon_WebSite	Used to log you in securely	Per session	**Madgex**
oidc_st	Used to log you in securely	Persistent	**Madgex**
Remember_MeWebSite	Used to monitor and improve the user experience	Persistent - 1 month	**Madgex**

RememberMeActivated _Website	Used to monitor and improve the user experience	Persistent - 1 month	**Madgex**
CulturePreference	Used to monitor and improve the user experience	Persistent	**Madgex**
m_extPopupShow	Used to monitor and improve the user experience	Per session	**Madgex**
MdgxArticlesLastSearc hParams	Used to monitor and improve the user experience	Per session	**Madgex**
_MadgexTracking	Used to monitor jobs and applications	Per session	**Madgex**
_MadgexTracking_gid	Used to monitor jobs and applications	Per session	**Madgex**
_utmv#########	Used to monitor jobs and applications	Per session	**Madgex**
{sitename}_JobSeeker SiteSession_Utm	Used to monitor jobs and applications	Per session	**Madgex**
iPhoneClickThroughJob ID	Used to monitor jobs and applications	Per session	**Madgex**
JBEClickThroughID	Used to monitor jobs and applications	Per session	**Madgex**
JBEClickThroughJobID	Used to monitor jobs and applications	Per session	**Madgex**
m_shb	Used to monitor jobs and applications	Per session	**Madgex**
m_au	Used to monitor jobs and applications	Per session	**Madgex**

COOKIE	DESCRIPTION	DURATION	MORE INFORMATION
m_sid	Used to monitor jobs and applications	Per session	**Madgex**

PERSONALISATION, PERFORMANCE ANALYTICS & EMBEDDED CONTENT

COOKIE	DESCRIPTION	DURATION	MORE INFORMATION
_gads	Used to measure performance of ads	13 months	**Google**
_gpi	Used to serve relevant ads	13 months	**Google**
IDE	Used to serve relevant ads	13 months	**Google**
NID	Used to serve relevant ads	6 months	**Google**
GoogleAdServingTest	Used to check for consent to cookies	Per session	**Google**
_ga	Used to monitor website analytics and improve our service	2 years	**Google**
_ga_*	Used to monitor website analytics and improve our service	2 years	**Google**
_gid	Used to monitor website analytics and improve our service	24 hours	**Google**
_gat_gtag_UA_*	Used to monitor website analytics and improve our service	1 minute	**Google**
_gat	Used to monitor website analytics and improve our service	1 minute	**Google**

_gat_mpgaTracker1	Used to monitor website analytics and improve our service	1 minute	**Google**
_gat_UA-*	Used to monitor website analytics and improve our service	1 minute	**Google**
_gcl_au	Used to monitor website analytics and improve our service	90 days	**Google**
lidc	Used to monitor user analytics	24 hours	**LinkedIn**
ln_or	Used to monitor user analytics	24 hours	**LinkedIn**
AnalyticsSyncHistory	Used to monitor user analytics	30 days	**LinkedIn**
UserMatchHistory	Used to monitor user analytics	30 days	**LinkedIn**
bcookie	Used to monitor user analytics	1 year	**LinkedIn**
bscookie	Used to monitor user analytics	1 year	**LinkedIn**
li_gc	Used to check for consent to cookies	6 months	**LinkedIn**
LANG	Used to determine language preferences	Per Session	**LinkedIn**
VISITOR_INFO1_LIVE	Used to detect and resolve issues with the service	180 days	**YouTube**
yt-remote-connected-devices	Used to check for video preferences	Persistent	**YouTube**

yt-remote-device-id	Used to monitor video analytics	Persistent	**YouTube**
yt.innertube::nextId	Used to monitor video analytics	Persistent	**YouTube**
yt.innertube::requests	Used to monitor video analytics	Persistent	**YouTube**
YSC	Used to ensure videos are secure	Per session	**YouTube**
fr	Used to serve relevant ads	90 days	**Facebook**
_fbp	Used to serve relevant ads	90 days	**Facebook**

How to manage cookies

If you wish to manage your cookies, please follow the instructions at the top of this page.

Please remember that if you choose to disable cookies for The Business of Fashion, certain sections of our website may not work properly. For example, we won't be able to save your preferences about cookies.

For more information about cookies and how to manage them, please visit: **www.allaboutcookies.org**

More information

Further information about our data processing can be found in our **Privacy Policy**.

If you have any queries regarding this Cookie Policy, please contact our customer service team on **support@businessoffashion.com**.

This policy is effective from 8 June 2023.

Any changes we may make to this cookie policy will be posted on this page. If changes are significant, we may choose to notify you by email.

Cookies and similar technologies change regularly as our third-party partners make changes and we add additional services.

We endeavour to keep the policy up to date and accurate, and we will review it in full twice a year.