

Cookies, Pixels, and Other Technologies

Question What's Real Cookie Policy

Date of last revision: 11 October 2020

Cookies are small pieces of text used to store information on web browsers. Cookies are used to store and receive identifiers and other information on computers, phones and other devices. Other storage technologies are used for similar purposes, such as storing data on your web browser or device or placing identifiers on your device and other software. In this policy, we refer to all of these technologies as "cookies".

We use cookies if you access and use QuestionWhatsReal websites, the QuestionWhatsReal Browser or QuestionWhatsReal mobile apps ("QuestionWhatsReal Services"). Cookies enable us to offer QuestionWhatsReal Services to you and to understand the information we receive about you, whether you are registered or logged in or not.

This policy explains how we use cookies and the choices you have. Except as otherwise stated in this Policy, the Supplemental QuestionWhatsReal Data Policy or the QuestionWhatsReal Privacy Policy (as applicable) will apply to our processing of the data we collect via cookies.

Why do we use cookies?

Cookies help us to provide, protect and improve the QuestionWhatsReal Services, such as by remembering your choices and settings, personalising content, tailoring and measuring ads and providing a safer experience. While the cookies that we use may change from time to time as we improve and update the QuestionWhatsReal Services, we use them for the following purposes:

Authentication

We use cookies to verify your account and determine when you're logged in so that we can make it easier for you to access the QuestionWhatsReal Services and show you the appropriate experience and features.

For example: We use cookies to keep you logged in as you navigate between QuestionWhatsReal web pages. Cookies also help us to remember your browser so that you don't have to keep logging in to your account when you are browsing the QuestionWhatsReal website.

Security, site and integrity

We use cookies to help us to keep your account, your data and the QuestionWhatsReal Services safe and secure.

For example: Cookies can help us to identify and impose additional security measures when someone may be attempting to access an QuestionWhatsReal account without authorisation, for instance, by rapidly guessing different passwords. We also use cookies to store information that allows us to recover your account in the event that you forget your

password or to require additional authentication if you tell us that your account has been hacked.

We also use cookies to combat activity that violates our policies or otherwise degrades our ability to provide the QuestionWhatsReal Services.

For example: Cookies help us to fight spam and phishing attacks by enabling us to identify computers that are used to create large numbers of fake QuestionWhatsReal accounts.

Advertising, recommendations, insights and measurement

Cookies are used to help show you relevant content and ads and to measure the performance of ad campaigns, including on third-party websites.

For example: Cookies allow us to help deliver ads about QuestionWhatsReal and recommend products and services based on your activity on the QuestionWhatsReal Services.

Providing features and remembering preferences

We use cookies to remember your settings and preferences and to enable the functionality that helps us to provide the QuestionWhatsReal Services.

For example: Cookies help us to store preferences and provide you with customised content and experiences. For instance, cookies allow us to remember your language choice and locale.

Performance

We use cookies to provide you with the best experience possible.

For example: Cookies help us to route traffic between servers and understand how quickly our QuestionWhatsReal Services load for different people. Cookies also help us to record the ratio and dimensions of your screen and windows and know whether you've enabled high-contrast mode so that we can render our sites and apps correctly.

Analytics and research

We use cookies to better understand how people use the QuestionWhatsReal Services so that we can improve them.

For example: Cookies can help us understand how people use the QuestionWhatsReal Services, analyse which parts of the QuestionWhatsReal Services people find most useful and engaging and identify features that could be improved.

Do other parties use cookies in connection with the QuestionWhatsReal Services?

Yes, other parties may use cookies on the QuestionWhatsReal Services for the purposes described above.

For example, our measurement partners use cookies on the QuestionWhatsReal Services to help us understand the effectiveness of our advertising campaigns and to compare the performance of these campaigns to ads displayed on other websites and apps.

How can you control our use of cookies?

You have a number of options to control or limit how we and our partners use cookies and similar technologies, including for advertising.

Although most browsers and devices accept cookies by default, their settings usually allow you to clear, configure or decline/disable cookies. Follow the instructions provided by your website or mobile browser (usually located within the "Help", "Tools" or "Edit" facility) to modify your cookie settings. Please note that if you set your browser to disable cookies or other technologies, you may not be able to access certain parts of the QuestionWhatsReal Services, and other parts of our QuestionWhatsReal Services may not function properly.

Check your mobile device settings that control ads based on your interactions with the applications on your device. For example, on your iOS device you can enable the "Limit Ad Tracking" setting, and on your Android device you can enable the "Opt out of Ads Personalisation" setting.

To turn off the sharing of usage statistics and crash reports from your QuestionWhatsReal Browser, click Settings in QuestionWhatsReal Browser and toggle the switch next to Analytics to Off.

To prevent your data from being used by Google Analytics, you can install Google's opt-out browser add-on. To opt out of ads on Facebook, Pinterest or Google that are targeted to your interests, you can adjust your Facebook, Pinterest or Google ads settings. For information on managing Flash cookies, please visit the Adobe Flash Player website. Your browser's privacy controls may enable you to manage other types of local storage.

For information on how our advertising partners allow you to opt out of receiving ads based on your web browsing history, please visit <https://optout.aboutads.info>. European users may opt out of receiving targeted advertising through the European Interactive Digital Advertising Alliance. For more information, please visit <https://youronlinechoices.eu>.

More information about online advertising:

The advertising companies we work with generally use cookies and similar technologies as part of their services. To learn more about how advertisers generally use cookies and the choices they offer, you can review the following resources:

[Digital Advertising Alliance](#)

[Digital Advertising Alliance of Canada](#)

[European Interactive Digital Advertising Alliance](#)

APPENDIX 1

List of Companies

Listed below are the names and websites of some of the companies that use cookies on the QuestionWhatsReal Services.

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Company	Website
Bing	https://www.bing.com/
DoubleClick	https://www.doubleclickbygoogle.com
Google	https://www.google.com
Tealium	https://www.tealium.com/

APPENDIX 2

Browser cookies

To provide the QuestionWhatsReal Services, we store cookies on your browser. Below you can find more information about the cookies that we use. The cookies that we use include session cookies, which are deleted when you close your browser, and persistent cookies, which stay in your browser until they expire or you delete them. We occasionally make changes, so the specific cookies we're using may vary from what's described below.

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Persistent cookies

Authentication

Name	Expiry	Contents	Purpose
oc_www_at Cookie	30 days	Access token	QuestionWhatsReal platform www access token
c_user	90 days	User ID	Used to authenticate your identity to the QuestionWhatsReal Services

oc_rt Cookie	30 days	SSO refresh token	QuestionWhatsReal platform refresh token for single sign-on authentication
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Security, site and product integrity

Name	Expiry	Contents	Purpose
datr	2 years	Browser identifier and timestamp	Used to identify browsers for the purposes of security and site integrity, including for account recovery, and the identification of potentially compromised accounts.
sb Cookie	2 years	Browser identifier and timestamp	Identifies browser for login authentication purposes

Advertising and measurement

Name	Expiry	Contents	Purpose
_fbp	90 days	Subdomain index, timestamp, random number	Used to identify the browser used to access the QuestionWhatsReal Services for the purposes of providing advertising and site analytics services

Site features and services

Name	Expiry	Contents	Purpose
locale Cookie	7 days	Locale string (e.g. en_GB)	Used to identify the country and chosen language of the last logged-in user of the browser or the international domain used to access QuestionWhatsReal
cart_id Cookie	session	Serialised ID based on a large random secret	Allows QWR to keep track of all of the items that a customer is looking to purchase

Performance

Name	Expiry	Contents	Purpose
wd Cookie	7 days	Screen or window dimensions	Allows delivery of the optimal experience for the user's screen
dpr	7 days	Numeric value between 1 and 2 indicating device pixel ratio	Allows delivery of the optimal experience for the user's screen

Analytics and research

Name	Expiry	Contents	Purpose
oa	1 year	Browser identifier and timestamp	Identifies browsers for the purpose of QuestionWhatsReal

			analytics and measurement
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Session cookies

Category	Cookies
Authentication	oc_ac_at, oc_ac_guest_at, oc_rs_a_rd, oc_rs_at
Security, site and product integrity	oa_st
Site features and services	dev_sidebar_state
Analytics and research	www_ustc