

Cookie type (and names)	Cookie purpose	Life of cookie: persistent or session? First or third party cookie?	Category of cookie as defined in the ICC UK Cookie Guide.	Privacy impact (low/mid/high)	Is the information collected by the cookie disclosed to any third party?	Does cookie:(A) personally identify/link to a personally identifiable user, or (B) merely identify the device used to access the site?
My property shortlist (jssShortlist)	Records the ID number of the property the user has added to their shortlist.	Persistent	Functionality	Low – Technical details only	No	B
PDF download registration (jssPDFreg)	Records the users input to stop multiple application submissions	Persistent	Functionality	Mid – Personal	No	A
Back to list links (jssBacktoList) ;	Records the last property list the user viewed.	Session	Functionality	Low – Technical details only	No	B
Google Analytics	To evaluate a user’s use of this Jackson-Stops Website and compile reports on user activity	Persistent	Performance	Mid – Non personal	Google	B
Enreach Audience Tracker	Enables audience into data refineries and segments, and makes the refined data assets actionable particularly for targeting content (advertising)	Session	Marketing	Mid – Non personal	No	B