

Cookie Policy

Cavis Marketing Limited

Version 1.1

CAVIS
CAVIS

Purpose and Scope

This Cookie Policy explains how Cavis Marketing Limited ("Cavis," "Pocket Claim", "Data Breach Advisors", "we," "our," or "us") uses cookies and similar technologies on this website.

It should be read together with our Privacy Policy and applies to all visitors and users of the site.

We use Cookiebot to identify, classify, and manage cookies in compliance with the Privacy and Electronic Communications Regulations 2003 (PECR) and the UK General Data Protection Regulation (UK GDPR).

You can update or withdraw your consent at any time through the Cookie Declaration below or via your browser settings.

What Are Cookies?

Cookies are small text files placed on your device by websites you visit. They are widely used to enhance website performance, improve user experience, and provide valuable analytics to website owners.

How We Use Cookies

Cookies on this site fall into the following categories:

Necessary Cookies

Description: These cookies are essential for the website to function properly. They enable core features such as security, network management, and accessibility.

They do not store personally identifiable information.

Legal Basis: Legitimate interests (ensuring the website operates as intended).

Cookie	Provider	Party	Purpose	Expiry
CookieConsent	Usercentrics (Cookiebot)	1st	Stores the user's cookie consent state for the current domain	1 year

_ce.cch	Crazy Egg Inc	1st	Stores user consent information for Crazy Egg analytics	Session
1.gif	Usercentrics (Cookiebot)	3 rd	Tracks consent states across pages	Session

Statistics Cookies

Description: Statistics cookies help us understand how visitors interact with the website by collecting and reporting information anonymously.

Legal Basis: Consent (Article 6(1)(a) UK GDPR).

Cookie	Provider	Domain	Purpose	Expiry
_ce.gtld	Crazy Egg Inc	1st	Determines how analytics data should be grouped and aggregated	Session
_ce.gtl dv	Crazy Egg Inc	1st	Supports performance measurement of user interactions	Session
ga[x2]	Google Ireland Limited	1st	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	2 years
_ga[x2]	Google Ireland Limited	1st	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	2 years

Marketing Cookies

Description: Marketing cookies are used to track visitors across websites. The aim is to display ads that are relevant and engaging for the individual user and more valuable for publishers and third-party advertisers.

Legal Basis: Consent (Article 6(1)(a) UK GDPR).

Cookie	Provider	Domain	Purpose	Expiry
tt_appInfo	TikTok Technology Ltd	3 rd	Used by the social networking service, TikTok, to track the use of embedded services.	Session
tt_pixel_session_index	TikTok Technology Ltd	3 rd	Used by the social networking service, TikTok, to track the use of embedded services.	Session
tt_sessionId	TikTok Technology Ltd	3 rd	Used by the social networking service, TikTok, to track the use of embedded services.	Session
lastExternalReferrer	Meta Platforms	3 rd	Detects how the user reached the website by recording their last URL address.	Persistent
lastExternalReferrerTime	Meta Platforms	3 rd	Detects how the user reached the website by recording their last URL address.	Persistent
topicsLastReferenceTime	Meta Platforms	3 rd	Collects data on the user across websites. This data is used to make advertising more relevant.	Persistent
_fbp[x2]	Meta Platforms Ireland Ltd	1 st	Used by Facebook to deliver a series of advertisement products such as real time bidding from third-party advertisers.	3 months

_ttp	TikTok Technology Ltd	3 rd	Unspecified by vendor in the scan output.	1 year
_gcl_au[x2]	Google Ireland Limited	1 st	Used to measure the efficiency of the website's advertisement efforts, by collecting data on the conversion rate of the website's ads across multiple websites.	3 months
pagead/1p-user-list/#	Google Ireland Limited	3 rd	Tracks if the user has shown interest in specific products or events across multiple websites and detects how the user navigates between sites. This is used for measurement of advertisement efforts and facilitates payment of referral-fees between websites.	Session
_gcl_Is	Google Ireland Limited	1 st	Tracks the conversion rate between the user and the advertisement banners on the website - This serves to optimise the relevance of the advertisements on the website.	Persistent

Managing Your Cookie Preferences

You can adjust your cookie preferences at any time via the Cookiebot consent banner or by selecting "Cookie Settings" in the footer.

You can also delete cookies through your browser settings. However, disabling certain cookies may impact the website's functionality or your user experience.

For an automatically updated, live listing of all cookies currently active, please visit our Cookie Declaration.

Updates to This Policy

We may update this Cookie Policy from time to time. We will publish any changes on our website and, where appropriate, notify you by other means. The date at the bottom of this page indicates when it was last revised.

Last Updated: 11/02/2026

Contact Us

For questions about this policy or our data protection practices, please contact:
privacy@cavis.co.uk.

Revision History

V1.0 October 2025: Created

V1.1 February 2026: Updated