

dunnhumby Products & Platforms Cookie Notice

1. Introduction

- 1.1 dunnhumby Products & Platforms are owned and operated by dunnhumby Limited ("dunnhumby", "we", "us" or "our").
- 1.2 Our Cookie Notice explains:
- how we use cookies and similar technologies ("cookies") to recognise you when you visit and use our Products & Platforms, listed in Annex 1; and
 - the cookies we use, why we use them and how you can control our use of cookies.
- 1.3 This Cookie Notice does not apply to:
- information about consumers who purchase products or services from dunnhumby clients. Any information provided to our clients through our Products & Platforms is provided in aggregate form only and does not identify individual consumers;
 - information about consumers who purchase products or services from Walmart. See the [Walmart Privacy Policy](#) for information on how Walmart collects, uses, and shares your personal data when you purchase products or services from them.

2. Quick links

- 2.1 We recommend that you read this Cookie Notice in full to ensure you are fully informed. However, if you only want to access a particular section of this Cookie Notice, you can navigate to the page as indicated in the table below.

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3. What are cookies?

Overview

- 3.1 Cookies are small text files which are placed and stored on your computer, mobile or other device when you first visit our Products & Platforms. We use cookies to help our Products & Platforms work effectively and efficiently.
- 3.2 We also use a technology similar to cookies called LocalStorage to provide you with 'tour' functionality and remember your selected language preference when using our Products & Platforms. LocalStorage is an industry standard technology that allows information to be stored locally on your computer, mobile device, or other device.
- 3.3 For the purposes of this notice, the term 'cookies' also refers to LocalStorage.

4. Types of cookies

4.1 Source of cookies

- **First party cookies** – cookies we set on our Products & Platforms.
- **Third party cookies** – cookies set by other companies (including, our group companies) on our Products & Platforms.

4.2 Categories of cookies

- **Strictly necessary cookies** – cookies that are essential for operation, and your use, of our Products & Platforms.
- **Functionality cookies** – cookies that help us to recognise you and improve the functionality of our Products & Platforms.
- **Analytical cookies** – cookies that collect information about your use of our Products & Platforms and monitor the performance of our Products & Platforms to help us improve performance; the services we provide to you through our Products & Platforms and your experience of using it.

4.3 Duration of cookies

- **Session cookies** – cookies that start working when you access our Products & Platforms and stop when you log-out.
- **Persistent cookies** – cookies that remain stored on your device for a defined period of time and are deleted automatically once they expire, or earlier if you delete them manually.

5. How we use cookies

We use the following cookies on our Products & Platforms:

Cookie category	Cookie name	Cookie provider	Session or Persistent	Duration of cookie	Purpose	Products & Platforms
Essential	API_RequestVerificationToken_<random_number>	dunnhumby	Session	Until you log out of the Platform	To keep your user account secure while using dh Platforms.	dh Shop, dh Key Performance Report
Essential	APM-CIS-ID	dunnhumby	Persistent	14 Hours	To recognise you as an authorised user of the Platform.	dh Sphere, Tesco Media Ad Manager
Essential	config	dunnhumby	Persistent	Until you manually delete the cookie	To remember your user profile and account access information within the Platform.	dh Sphere, Tesco Media Ad Manager
Essential	advertiserAccountId	dunnhumby	Persistent	Until you manually delete the cookie	To recognise your user profile and the advertiser account you have access to so you switch between applications.	dh Sphere, Tesco Media Ad Manager
Essential	JSESSIONID	Microstrategy	Session	Session	General purpose platform session cookie, used by users who log in. Used by the server to uniquely maintain an anonymous user session.	dh Sphere, Tesco Media Ad Manager
Essential	JSESSION	Microstrategy	Session	Session	General purpose platform session.	dh Sphere, Tesco Media Ad Manager
Essential	mrhSession	Microstrategy	Persistent	24 Hours	This is used to store user preferences on login options (Yes/No).	dh Sphere, Tesco Media Ad Manager
Essential	.AspNet.AuthProxy	dunnhumby	Session	Until you log out of the Platform	To recognise you as an authorised user of the Platform.	dh Shop, dh Key Performance Report
Essential	_cpprofile	dunnhumby	Session	Until you log out of the Platform	To recognise you as an authorised user of the Platform reports.	dh Shop, dh Key Performance Report
Essential	_gdprProfile_<random_number>	dunnhumby	Session	Until you log out of the Platform	To log your acceptance of the Platform's Terms and Conditions.	dh Shop, dh Key Performance Report
Essential	mstr / mstr_esm	dunnhumby	Session	Until you log out of the Platform	To manage single sign on authentication if your company accesses	dh Shop, dh Key Performance Report

					the Platform's reports via MicroStrategy.	
Essential	_dhShopAuthReports<number>	dunnhumby	Session	Until you log out of the Platform	To recognise you as an authorised user of the Platform reports.	dh Shop, dh Key Performance Report
Essential	APSC-shop-*-prd-a-dunnhumby-dh-*-prd	dunnhumby	Session	Until you log out of the Platform	To recognise you as an authorised user of the Platform.	dh Shop, dh Key Performance Report
Essential	authproxysession	dunnhumby	Session	Until you log out of the Platform or Portal	To authenticate you as a logged on user of the Platform or Portal and to ensure you can only access those areas of the Platform or Portal which your subscription allows.	dh Assortment, dh Platform, or Portal, dh Price, dh Promotions
Essential	JsessionID	Microstrategy	Persistent	Until you log out	To track you over the course of your session	dh Assortment, Helix, OneFour
Essential	MSTR_AUTH / isession	Microstrategy	Session	Until you log out	To track your session with MicroStrategy for the application	dh Assortment, Helix, OneFour
Essential	mstrRememberMe	Microstrategy	Persistent	24 hours	To store your preferences on login options (Keep you authenticated)	dh Assortment, Helix, OneFour
Performance	dontShowWelcome	dunnhumby	Persistent	Until you manually delete the cookie	To recognise if you have ticked the "Don't show this again" box on the Welcome pop-up to log-in.	dh Sphere, Tesco Media Ad Manager
Performance	dontShowForecastsWelcome	dunnhumby	Persistent	Until you manually delete the cookie	To recognise if you have ticked the "Don't show this again" box on the Forecasting application Welcome pop-up to log-in.	dh Sphere, Tesco Media Ad Manager
Performance	hasCheckedGlossary	dunnhumby	Persistent	Until you manually delete the cookie	To recognise if you have ticked the "Don't show this again" box on the Glossary application Welcome pop-up to log-in.	dh Sphere, Tesco Media Ad Manager
Performance	canDisplayAccountSwitchConfirmationModal	dunnhumby	Persistent	Until you manually delete the cookie	To recognise if you have ticked the 'Don't show this again' box on confirmation pop-up for account switching.	dh Sphere, Tesco Media Ad Manager

Performance	preferred-locale	dunnhumby	Persistent	Until you manually delete the cookie	To remember your selected language preference for browsing to the Platform.	dh Shop, dh Key Performance Report, dh Assortment, Helix, OneFour, dh Price, dh Promotions
Analytics	fs_uid	FullStory	Persistent	1 year	FullStory provides unique tracking IDs and processes browsing data to help understand user behaviour, identify performance issues, and improve the Platform.	dh Sphere, Tesco Media Ad Manager dh Assortment, Helix, OneFour, dh Shop, dh Key Performance Report
Analytics	fs_sid	FullStory	Persistent	1 year	FullStory session identifier.	dh Sphere, Tesco Media Ad Manager
Analytics	fs_tab_id	FullStory	Session	After session closed	Used to associate multiple tabs within a browsing session.	dh Sphere, Tesco Media Ad Manager
Analytics	fs_lui	FullStory	Session	30 minutes	Used to resume local user sessions between visits and help identify activity interactions.	dh Sphere, Tesco Media Ad Manager
Analytics	_ga	Google Analytics	Persistent	2 years	Unique tracking ID used to collect information about how you use the Platform, understand usage patterns, and help improve it.	dh Shop, dh Key Performance Report, dh Assortment, Helix, OneFour
Analytics	_gid	Google Analytics	Persistent	24 hours	Google Analytics tracking used to collect information about how you use the Platform and understand usage patterns.	dh Shop, dh Key Performance Report, dh Assortment, Helix, OneFour
Analytics	_gat	Google Analytics	Persistent	1 minute	Google Analytics request rate limiting used to collect information about how you use the Platform.	dh Shop, dh Key Performance Report, dh Assortment, Helix, OneFour

Analytics	fs_lua	FullStory	Session	30 minutes	FullStory session and behavioural analytics used to resume local user activity sessions. https://www.fullstory.com/legal/privacy-policy/	dh Shop, dh Key Performance Report, dh Assortment, Helix, OneFour
Analytics	_ga_<container-id>	Google Analytics	Persistent	2 years	Google Analytics container-specific tracking.	dh Assortment, Helix, OneFour
Analytics	fs_cid	FullStory	Persistent	1 year	FullStory client identifier.	dh Assortment, Helix, OneFour
Analytics	_fs_tab_id	FullStory	Session	After session closed	Used to associate activity with a specific browser tab.	dh Assortment, Helix, OneFour

6. How to control and delete cookies

6.1 You can control and delete cookies as follows:

- You can manage your cookie preferences at any time through the cookie management section within our Products and Platforms. This allows you to review, enable, or disable non-essential cookies.
- You can also delete cookies that have already been stored using your device or your internet browser settings ([Google Chrome](#), [Microsoft Edge](#) and [Mozilla Firefox](#)).
- You can also use the settings in your internet browser to delete cookies which have already been set, for example by clearing your browser cache;

Where we are required to obtain your consent to store non-essential cookies on your device, we will request this consent. If you do not consent, we will not use those non-essential cookies in that jurisdiction.

6.2 Please note that some of our Products & Platforms functionality may not be available to you if you restrict or disable cookies.

7. Changes to this Cookie Notice

If you have any queries about this Cookie Notice or the way we use cookies, please contact our Data Protection Officer via:

- Email: individualrights@dunnhumby.com; or
- Post: FAO Data Protection Officer, dunnhumby Limited, 184 Shepherds Bush Road, London, England, W6 7NL.

8. Additional Information

To find out more information about:

8.1 dunnhumby, please visit [About Us](#)

8.2 our use of your personal data on our Products & Platforms please read the [Products & Platforms Privacy Notice](#).

8.3 cookies in general, including how to see what cookies have been set and how to manage and disable them, visit [All About Cookies](#).

Version	Date	Details of Change
1.0	April 2026	Cookie Notice created, consolidating previous separate notices for each of the Products & Platforms
1.1	May 2026	Reviewed and approved by Privacy Legal Director
1.2	August 2026	Minor updates

Annex 1: Relevant Products & Platforms

This Privacy Notice applies to the following dunnhumby Products & Platforms:

- dh Assortment
- Helix
- dh Price
- dh Sphere
- Helix
- Tesco Media Ad Manager
- dh Key Performance Report
- dh OneFour
- dh Shop
- dh Promotions