Cookies and tracking technologies

The LTA website uses three main types of cookies: necessary cookies, which make our website work correctly; performance cookies, which collect data relating to how you use the LTA website; and functionality cookies, which give you a more personalised experience when you use our website.

Some of the cookies we use on our website are used for marketing purposes, for example cookies used to collect or observe your marketing preferences (e.g. by observing your use of our website).

LTA Operations Limited is the data controller for any personal data provided to or collected by the LTA - via cookies and other tracking technologies.

The LTA receives and stores certain types of information, some of which is "personal data" under GDPR, whenever you interact with us online. Examples of such personal data include IP addresses and location data.

In conjunction with cookies, the LTA also uses tracking pixels. Tracking pixels are small pieces of HTML code that can be installed on a website or included in an email. These are activated when someone visits the website or opens / reads the email. The following information can be captured via tracking pixels:

- Operating system used (gives information on the use of mobile devices);
- Type of website or email used, for example on mobile or desktop;
- Type of client used, for example a browser or email program;
- User's screen resolution;
- Time the email was read or website was visited;
- Activities on the website during a session, or how much of the email was read; and
- IP address (gives information on the Internet Service Provider and location).

The difference between a cookie and a pixel is where the information is served and kept. Pixels are made to send information to servers, whereas cookies are saved in a browser on a user's device.

Information may be sent to your computer in the form of an Internet browser "cookie" to allow the LTA to monitor your use of our website, and to tailor the way it works for you, as set out above and below.

Further details of how the LTA uses your personal data, whether collected via cookies or otherwise, is set out in our Privacy Policy, which is available **here**.

Types of cookies

Definitions of cookies used by the LTA

- **Necessary Cookies.** These cookies are essential to make the LTA website work correctly; they enable visitors to move around our websites and use our features. These cookies collect anonymised data, such as information about your browser type and version, without collecting any 'personal data' which relates to you.
- **Performance Cookies.** These cookies collect anonymised information about how you use the LTA website, for instance which pages you go to most often, the time spent on our website, and any issues encountered, such as error messages. These cookies are also used to let affiliates (Google Ads, Google Analytics, Twitter, YouTube, and Meta, which owns Facebook and Instagram) know if you came to our website from an affiliate and if that visit resulted in the use of a LTA product or service, e.g. membership sign up. This helps improve the performance of the LTA website. Information supplied by performance cookies helps us to understand how our visitors use the LTA website so that we can improve how we present our content to them. They also allow us to test different design ideas for particular pages, such as the LTA Homepage. Our objective in doing this is to provide website users with an improved, personalised experience and help more people play tennis.
- **Functionality Cookies.** These cookies allow the LTA website to remember the choices you make (such as user name, language or the region you are in) to provide a more personalised online experience. These cookies may also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise.
- **Third-Party Cookies**. We use a number of partners that may also set cookies on your device on our behalf when a visit is made to the LTA website to allow them to deliver tailored LTA advertising within their domains, for example Meta social media sites (Facebook and Instagram) and Google DoubleClick. When someone visits the LTA website and other websites, the third-party cookie tracks this information and sends it to the third-party who created the cookie.

Duration of the cookies used

In terms of duration, we may use two different types of cookies on the LTA website:

- **Session Cookies.** These cookies are temporary cookies that remain on a device until the visitor leaves the website; or
- **Persistent Cookies.** These cookies remain on a device for much longer or until the individual manually deletes them (how long the cookie remains on the

device will depend on the duration or "lifetime" of the specific cookie, as well as browser settings).

List of the cookies used

Necessary Cookies

Name of cookie	Duration	Explanation
ASP.NET_SessionId	Session	Used to identify the user's session on the server
ai_session	Session	Azure application - unique anonymous session identifier cookie
ai_user	1 Year	Azure application - unique user identifier cookie that enables counting of the number of users accessing the application over time
ARRAffinity	Session	Azure web apps - built-in feature of Azure App Service that facilitates session data management
ARRAffinitySameSite	Session	Azure web apps - used for load balancing to ensure the visitor page requests are routed to the same server during any browsing session
LTA.Application	Session	Used by the website for user authentication
sso-rtn	Session	Provides users with a unique login and password to access all their online accounts

Performance Cookies

Name of cookie	Duration	Explanation

_ga	2 Years	Used to identify a unique user
_gat_R8CDFT1V4H	1 Minute	Used to throttle the request rate
_gid	1 Day	Used to identify the user

Functionality Cookies

Name of cookie	Duration	Explanation
__RequestVerificationToken	Session	An anti-forgery cookie set by web applications built to stop unauthorised posting of content to a website, known as cross-site forgery
__stripe_mid	1 Year	Set for fraud prevention purposes and helps assess the risk associated with an attempted transaction
ASPSESSIONIDQWSBADAC	Session	Maintain a user's session when they log in and it contains only the session ID , and no personal details
EPi:NumberOfVisits	1 Year	Episerver - stores the number of times you access pages on the site to allow for personalisation of content
lastVenue	n/a	The cookie stores a reference to the last venue viewed by a user, allowing for personalisation of content, and pre-population of the venue drop-down menus on forms
RememberMe	n/a	Controls how long you want someone to remain logged in

Third-Party Cookies

Name of cookie	Duration	Explanation
_ce.s	1 Year	Crazy Egg tracking which records a visitor's session including unique ID, tracking host and start time
_fbp	3 Months	Used by Meta to deliver advertising
_gcl_au	3 Months	Google Adsense – used to store and track conversions
_qca	1 Year	Marketing cookie used to store and track audience reach.
sa-user-id	1 Year	These third party advertising / targeting cookies record information about website activity, such as the pages visited and the locations viewed enabling the provision of interest based content and personalised adverts on external websites
cebsp_	Session	Crazy Egg tracking is used to determine if a survey should be shown
_ce.clock_data	1 Day	Used to store the difference in time from the server's time and the current browser
_tt_enable_cookie	1 Year	TikTok - this cookie is used to track website activity, helping optimise advertising
cebs	Session	Crazy Egg tracking is used to track the current user session internally

cookieprefs	3 Months	Used to store cookie preferences
_ttp	1 Year	TikTok - this cookie is used to track website activity, helping optimise advertising