COOKIES POLICY OF HSBC

Cookies on this website

This Cookie Policy provides you with information about the cookies we use and the purposes for which we use them.

What are cookies?

Cookies are small pieces of data that websites store on your browser when you visit them. Cookies are useful because they allow a website to recognise your visit and collect information about how you use that website.

The length of time for which cookies are stored on your browser varies depending on the cookie. Some cookies only last for your online session, whereas others will stay on your browser for a longer period. We aim to set our cookies for no longer than 13 months and are working with our trusted partners to ensure cookies are always set for a reasonable period of time.

The cookies we use

The cookies we use are either strictly necessary or optional.

Strictly necessary cookies

Strictly necessary cookies ensure that our website is able to function properly. We don't have to ask for your consent to store these cookies on your browser. We've listed the categories of these strictly necessary cookies below.

Cookies that help you log on

We use these cookies to remember who you are when you log on to secure areas of our website. You won't be able to log on without them.

Cookies that help us provide core services and features

We use these cookies to provide core services and features on our website. These services and features won't work without them.

We work with service providers and third parties who also set these cookies on this website.

Who else sets these cookies?	For what purpose?
Brightcove	To enable the playing of video clips in the website (including tracking of information regarding the performance and usage of the videos)
Tealium (Tag Management)	To allow us to control the deployment of tags (software that enhances our website) and also to enable the capture and respect of consent preferences obtained from our users
AppDynamics	Provides us browser performance information in order that we can keep our websites running smoothly

Who else sets these cookies?	For what purpose?
Creative Virtual	To ensure load balancing between servers and ensuring the user stays on the correct server without which Virtual Help Assistant would not work correctly
Celebrus	To allow us to fulfil digital journeys you qualify for

Cookies that help keep our website secure

We use these cookies to protect the security of our website, for example, to make sure the website is only accessed by genuine users. This helps us to keep you safe.

We work with service providers and third parties who also set these cookies on this website.

Who else sets these cookies?	For what purpose?
Google (Recaptcha)	To validate that the interaction with our site is being performed by a human rather than an automated system or 'bot' for security purposes

Cookies that help us detect fraud or crime

We use these cookies to help us identify suspicious behaviour on our website so we can protect both you and us from fraud.

We work with service providers and third parties who also set these cookies on this website.

Who else sets these cookies?	For what purpose?
Celebrus	To identify behaviours that may represent an increased risk of fraud and provide associated warnings

Optional cookies

We'd also like to use cookies to provide optional features, improve our website and support advertising and social media.

We understand that not everyone likes data to be collected about them when it's not strictly necessary, and so we'll ask you to set your preferences when you first visit our website. To make it easier to choose which optional cookies to accept, we've organised these cookies by category. These are set out below. Where relevant, we've also explained which of our trusted partners helps us make use of these optional cookies.

You can choose which categories you'd be happy for us to use in your cookie settings and make changes at any time by selecting 'Manage cookie settings' at the top of this page.

Cookies that we use to make your visit more personal

We use these cookies to ensure our optional features and services work. Our website will still work without them.

This category may also include:

- cookies that allow us to customise what you see on our website and where, based on what we know about you
- cookies that help prevent fraud on other websites or services that you haven't asked to use when you're on our website
- cookies that help keep secure other websites or services that you haven't asked to use when you're on our website

We work with service providers and third parties who also set these cookies on this website.

Who else sets these cookies?	For what purpose?
Adobe (Target)	To enable delivery of personalised content in various forms across our websites. This may be based on segmented profiling
Qualtrics	To enable us to provide pop-up questionnaires to you or enable you to provide feedback using surveys
Celebrus)	To enable delivery of personalised content in various forms across our websites and to provide service-based outbound messaging. This may be based on segmented profiling

Cookies that help us improve our website

We use these cookies to help us understand how people use our website. We can then use this data to improve how our website works. For instance, we may use analytics providers to identify and count visits to our website and to see which pages people go to and what they do there. We work with service providers and third parties who also set these cookies on this website.

Who else sets these cookies?	For what purpose?
Adobe (Analytics)	To enable us to understand how you use and engage with our website
Celebrus	To enable us to understand how you use and engage with our website

Cookies that support marketing

We and our partners use these cookies to understand what you're interested in on our website and on social media. These cookies may also identify which other websites may have directed you to our website. This is so we or our partners can personalise our marketing to you, including online advertising and through post, email, telephone, text, secure message or social media. You can change your mind on how you receive certain types of marketing message or choose to stop receiving them at any time.

We work with service providers and third parties who also set these cookies on this website.

Who sets these cookies?	For what purpose?
Adobe (Experience Cloud)	To connect various Adobe Suite technologies together in order to profile audiences and use that segmentation in delivering targeted user experiences including advertising both on our own and third party sites

Who sets these cookies?	For what purpose?
Google (DoubleClick)	To help us deliver personalised advertising based on segmentation informed by your browsing behaviour and to measure the performance of our digital advertising
Twitter	To allow you to share pages from our website on Twitter and show you personalised advertising
Microsoft (Bing)	To help us deliver personalised advertising based on segmentation informed by your browsing behaviour
The Trade Desk	To help us deliver personalised advertising based on segmentation informed by your browsing

Who sets these cookies?	For what purpose?
	behaviour and to measure the performance of our digital advertising
Celebrus	To help us understand how you use our website, in part so we can show you personalised advertising and also to provide messaging including direct marketing by phone, post and email. This is also used to measure the performance of digital marketing
AppNexus	To help us deliver personalised advertising based on segmentation informed by your browsing behaviour and to measure the performance of our digital advertising

Who sets these cookies?	For what purpose?
Amazon	To help us deliver personalised advertising based on segmentation informed by your browsing behaviour and to measure the performance of our digital advertising
Facebook	To help us deliver personalised advertising based on segmentation informed by your browsing behaviour and to measure the performance of our digital advertising
LinkedIn	To help us deliver personalised advertising based on segmentation informed by your browsing behaviour and to measure the

Who sets these cookies?	For what purpose?
	performance of our digital advertising
UCAS	To help us deliver personalised advertising based on segmentation informed by your browsing behaviour and to measure the performance of our digital advertising
Yahoo	To help us deliver personalised advertising based on segmentation informed by your browsing behaviour and to measure the performance of our digital advertising
TubeMogul	To help us deliver personalised advertising based on segmentation

Who sets these cookies?	For what purpose?
	informed by your browsing behaviour and to measure the performance of our digital advertising
Optimise Media	To measure the performance of our affiliate marketing activity
Rightmove	To help us deliver personalised advertising based on segmentation informed by your browsing behaviour and to measure the performance of our digital advertising
Zoopla	To help us deliver personalised advertising based on segmentation

Who sets these cookies?	For what purpose?
	informed by your browsing behaviour and

How we remember your cookie preferences

Your preferences are stored in cookies stored on your browser. If you switch off a category of cookies that you've previously accepted, then for technical reasons those cookies will not be deleted.

To delete cookies from your browser, we recommend that you clear your browser data. If you do this, or change browser, we'll ask for your preferences again when you next visit our website.

Cookies and your browser settings

You can use your browser settings to delete cookies that have already been set at any time. You can also use your browser settings to manage cookies, for example, to switch off a cookie altogether. If you do

this, it could mean that we can't use strictly necessary cookies properly and so parts of our website may not work correctly.

For more information about how to use your browser settings to clear your browser data or to manage cookies, check your browser 'Help' function.

Our websites

We're changing the way we set cookies on the websites we manage. This means that some of our websites may ask you to accept cookies again, or they may not yet be able to fully respect your preferences. We're working on this. Please contact us if you have any questions.

Cookies and your privacy

The information cookies collect, and how we use that information, may count as personal data. We may also be able to identify you by name, IP address or session ID. You have rights regarding how we collect, store and use your personal data.