

COOKIE POLICY

The Number UK Limited (trading as 118 118 Sites)

Last updated 16 July 2026

This Cookie Policy explains how The Number UK Limited (trading as "118 118 Sites") ("Company," "we," "us," and "our") uses cookies and similar technologies to recognise you when you visit our website at <https://118118sites.com> and its subdomains, including app.118118sites.com (together, our "Website"). It explains what these technologies are, why we use them, who is responsible for them, and how you can control our use of them. This Cookie Policy is available at <https://118118sites.com/cookie-policy>.

Defined terms. In this Cookie Policy: our "Website" means our own websites at 118118sites.com and app.118118sites.com; the "Platform" or the "Service" means the 118 118 Sites website-building and hosting service; and a "Hosted Site" means a website that a customer builds and hosts using the Platform. This Cookie Policy applies to our own Website only. Websites that customers build and host using the Platform carry their own cookie information — see section 11 (Whose responsibility are cookies).

In some cases we may use cookies to collect personal information, or that becomes personal information if we combine it with other information. Where that happens, our use of that personal information is also governed by our Privacy Policy, available at <https://118118sites.com/privacy-policy>.

1. What are cookies?

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners in order to make their websites work, or to work more efficiently, as well as to provide reporting information.

Cookies set by the website owner (in this case, The Number UK Limited (trading as 118 118 Sites)) are called "first-party cookies." Cookies set by parties other than the website owner are called "third-party cookies." Third-party cookies enable third-party features or functionality to be provided on or through the website (for example, advertising, interactive content, and analytics). The parties that set these third-party cookies can recognise your device both when it visits the website in question and also when it visits certain other websites.

The law also covers similar technologies — such as pixels, tags, scripts, software development kits and browser local storage — that store information on, or read information from, your device. Where we refer to "cookies" in this policy, we mean cookies and these similar technologies.

2. Why do we use cookies?

We use first- and third-party cookies for several reasons. Some cookies are required for technical reasons in order for our Website to operate, and we refer to these as "essential" or "strictly necessary" cookies. Other cookies enable us to understand how our Website is used and to measure and improve our advertising, but only where you have consented to them. Third parties (such as Google, Meta and TikTok) may serve cookies through our Website for analytics and advertising purposes, again only after you consent. This is described in more detail below.

3. Your consent

We set strictly necessary (essential) cookies, which are required for the Website to function, as soon as you visit.

We operate on a consent-first basis. We do not set, load or fire any analytics or advertising cookies, tags, pixels, scripts or similar tracking technologies — including Google Analytics 4 (GA4), the Meta Pixel, the TikTok Pixel and the Google Ads tag — until you have given your consent through our cookie banner.

We use Google Consent Mode v2 (Advanced), with consent defaulted to denied. On a fresh session before you make a choice, GA4, the Meta Pixel and the TikTok Pixel set no cookies and write no local or session storage. Google receives only limited cookieless pings (used to record that consent has not yet been given and to manage your consent state); Meta and TikTok send and set nothing at all until you opt in. This is described further in section 4.

Consent is requested on an opt-in basis, and non-essential cookies are denied by default until you choose to accept them. If you reject non-essential cookies, analytics and advertising cookies will remain disabled.

Changing or withdrawing consent. You can change your preferences or withdraw your consent at any time using the "Cookie settings" control in our website footer, which reopens the cookie banner, or by using the browser and device controls described in section 9. Withdrawing consent will not affect the lawfulness of any processing we carried out before you withdrew it.

4. Google Consent Mode v2

We use Google Consent Mode v2, configured in Advanced mode, with consent defaulted to denied. Google Consent Mode manages how Google tags behave based on your cookie choices.

Before you give consent, Google Consent Mode sends only limited cookieless pings to Google. These pings are used to record that consent has not yet been given and to manage your consent state. No analytics or advertising cookies are set, no local or session storage is written, and no analytics or advertising measurement is carried out, unless and until you consent. The Meta Pixel and the TikTok Pixel send and set nothing at all before you opt in.

If you reject non-essential cookies, analytics and advertising cookies will remain disabled. If you later change your choice, the Google tags will adjust to reflect your updated consent preference.

5. Essential (strictly necessary) website cookies

These cookies are strictly necessary to provide you with the Service available through our Website and to use some of its features, such as access to secure areas. They are exempt from the consent requirement under regulation 6(4) of the Privacy and Electronic Communications (EC Directive) Regulations 2003 because they are essential to provide a service you have explicitly requested. They cannot be rejected.

--- TABLE ---

| Name: | __cf_bm |

| Purpose: | Set by Cloudflare to distinguish humans from bots (Bot Management / Bot Fight Mode) and to protect the site. |

| Provider: | Cloudflare, Inc. |

| Domain: | .118118sites.com |

| Type: | HTTP cookie |

| Expires in: | 30 minutes |

--- END TABLE ---

--- TABLE ---

| Name: | auth_token |

| Purpose: | Used to authenticate users and maintain a logged-in session securely. |

| Provider: | 118 118 Sites |

| Domain: | app.118118sites.com |

| Type: | HTTP cookie |

| Expires in: | 30 minutes |

--- END TABLE ---

--- TABLE ---

| Name: | refresh_token |

| Purpose: | Used to refresh authentication sessions and keep users logged in securely without re-entering credentials. |

| Provider: | 118 118 Sites |

| Domain: | app.118118sites.com |

| Type: | HTTP cookie |

| Expires in: | 14 days |

--- END TABLE ---

--- TABLE ---

| Name: | guest_onboarding_session |

| Purpose: | Identifies your guest onboarding session so your answers persist as you move between steps before creating an account. Strictly necessary for operating the onboarding flow you are actively using. |

| Provider: | 118 118 Sites |

| Domain: | 118118sites.com |

| Type: | HTTP cookie |

| Expires in: | 7–30 days |

--- END TABLE ---

--- TABLE ---

| Name: | cc_118 |

| Purpose: | Remembers your cookie-consent choice (which categories you allowed) and shares it across 118118sites.com and its subdomains, including app.118118sites.com, so your preference is honoured everywhere and you are not asked again. Strictly necessary to give effect to your consent. |

| Provider: | 118 118 Sites |

| Domain: | .118118sites.com (and subdomains) |

| Type: | HTTP cookie |

| Expires in: | 6 months |

--- END TABLE ---

6. Analytics cookies (non-essential — set only with your consent)

These cookies collect information that is used to help us understand how our Website is being used and how effective our marketing campaigns are. They are NON-ESSENTIAL and are set only after you accept analytics cookies through our cookie banner. They are not set before you consent. We use Google Analytics 4 (GA4) for analytics; we do not use any other analytics tag, heatmap, session-replay or A/B-testing tool.

--- TABLE ---

| Name: | _ga |

| Purpose: | Google Analytics 4 — distinguishes unique visitors by assigning a randomly generated client identifier. Only set if you accept analytics cookies; not set before consent. |

| Provider: | Google (GA4) |

| Domain: | .118118sites.com |

| Type: | HTTP cookie |

| Expires in: | 2 years |

--- END TABLE ---

--- TABLE ---

| Name: | _ga_LVD3ZGX2G1 |

| Purpose: | Google Analytics 4 — persists GA4 session state (session ID, engagement state). Only set if you accept analytics cookies; not set before consent. |

| Provider: | Google (GA4) |

| Domain: | .118118sites.com |

| Type: | HTTP cookie |

| Expires in: | 2 years |

--- END TABLE ---

7. Advertising cookies (non-essential — set only with your consent)

These cookies are used to make advertising messages more relevant to you and to measure the effectiveness of our advertising campaigns. They are NON-ESSENTIAL and are set only after you accept advertising cookies through our cookie banner. They are not set before you consent. For advertising and ad measurement we use the Meta Pixel, the TikTok Pixel and a Google Ads tag, and nothing else.

--- TABLE ---

| Name: | _fbp |

| Purpose: | Set by the Meta Pixel to identify browsers and help deliver, measure and improve advertising. Only set if you accept advertising cookies; not set before consent. |

| Provider: | Meta |

| Domain: | .118118sites.com |

| Type: | HTTP cookie |

| Expires in: | 3 months |

--- END TABLE ---

--- TABLE ---

| Name: | _fbc |

| Purpose: | Set by the Meta Pixel to store the ad-click identifier when you arrive from one of our Meta ads, used to measure ad performance. Only set if you accept advertising cookies; not set before consent. |

| Provider: | Meta |

| Domain: | .118118sites.com |

| Type: | HTTP cookie |

| Expires in: | 3 months |

--- END TABLE ---

--- TABLE ---

| Name: | _ttp |

| Purpose: | Browser identifier used by the TikTok Pixel to measure the performance of our TikTok ads. Only set if you accept advertising cookies; not set before consent. |

| Provider: | TikTok |

| Domain: | .118118sites.com |

| Type: | HTTP cookie |

| Expires in: | 13 months |

--- END TABLE ---

--- TABLE ---

| Name: | _tt_enable_cookie |

| Purpose: | TikTok Pixel state. Only set if you accept advertising cookies; not set before consent. |

| Provider: | TikTok |

| Domain: | .118118sites.com |

| Type: | HTTP cookie |

| Expires in: | 13 months |

--- END TABLE ---

We also use a Google Ads tag (Google) to measure the effectiveness of our Google advertising; it is treated as an advertising technology and is fired only after you accept advertising cookies. We do not use any LinkedIn pixel, heatmap, session-replay or A/B-testing tool.

8. Other tracking technologies, like web beacons

Cookies are not the only way to recognise or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are tiny graphics files that contain a unique identifier that enables us to recognise when someone has visited our Website or opened an email that includes them. This allows us, for example, to understand whether you have come to the Website from an online advertisement, to improve site performance, and to measure the success of email marketing campaigns. Where these technologies are non-essential, they are treated in the same way as the analytics and advertising cookies described above and are used only after you have consented. In many instances these technologies rely on cookies to function properly, so declining cookies will impair their functioning.

9. How can I control cookies?

The primary way to control cookies is through our cookie banner. You can accept all, reject non-essential cookies, or customise your choices at any time — reopen the banner using the "Cookie settings" control in our website footer. "Customise" lets you accept or reject the Analytics and Advertising categories separately. Rejecting non-essential cookies, or withdrawing your consent (see section 1), keeps analytics and advertising cookies disabled. Strictly necessary cookies cannot be rejected, as they are essential to provide the Service.

As a supplement, you can also control cookies through your browser settings. As the means by which you can refuse cookies through your web browser vary from browser to browser, you should visit your browser's

help menu for more information. Most popular browsers — including Chrome, Firefox, Safari, Edge and Opera — provide controls for blocking and deleting cookies.

For more about interest-based advertising and how to opt out, you can also visit Your Online Choices (www.youronlinechoices.com/uk) as a secondary option.

If you block or reject cookies through your browser settings, you may still use our Website, though your access to some functionality and areas of our Website may be restricted.

10. Do we serve targeted advertising?

Third parties may serve cookies on your device to serve advertising through our Website, but only after you have consented to advertising cookies. These companies may use information about your visits to this and other websites in order to provide relevant advertisements about goods and services that may interest you, and to measure the effectiveness of advertisements. The information collected through this process does not enable us or them to identify your name, contact details, or other details that directly identify you unless you choose to provide these. You can withdraw consent to advertising cookies at any time using the controls in section 9.

11. Whose responsibility are cookies — our Website vs your Hosted Site

This Cookie Policy covers our own Website only. Cookie responsibility is split as follows.

Our Website (118118sites.com and app.118118sites.com). The Number UK Limited is responsible for the cookies and similar technologies used on our own Website, and for obtaining and recording any consent required under the Privacy and Electronic Communications (EC Directive) Regulations 2003 (as amended, including by the Data (Use and Access) Act 2025).

Your Hosted Site. If you build and host a website using the Platform, you are the operator of that Hosted Site and the data controller for the personal data collected from its visitors, including through cookies and similar technologies. You are responsible for the lawful use of cookies on your Hosted Site, for the cookie and privacy information presented to your visitors, and for obtaining and recording any consent required under the Privacy and Electronic Communications (EC Directive) Regulations 2003 (as amended, including by the Data (Use and Access) Act 2025).

What we provide as a tool. We provide a default consent banner and configure non-essential tags (including analytics and advertising tags) to remain blocked until your visitor consents. You remain responsible for the configuration you choose and for any additional tags or tracking you add to your Hosted Site.

The data-protection roles between you and us are set out more fully in our Customer Data Processing Terms and Terms of Service, available at <https://118118sites.com/terms-of-service>.

12. How often will you update this Cookie Policy?

We may update this Cookie Policy from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal, or regulatory reasons. Please therefore revisit this Cookie Policy regularly to stay informed about our use of cookies and related technologies.

We reconcile the cookies listed in this policy against a live network and cookie audit periodically and on any change to our tag stack. The date at the top of this Cookie Policy indicates when it was last updated.

13. Where can I get further information?

If you have a question about how we use cookies or other tracking technologies, please contact our privacy team at dpo@118118sites.com (this inbox forwards to our group Data Protection Officer).

For general or commercial queries, you can contact us at team@118118sites.com.

You can also write to us by post at:

The Number UK Limited (trading as 118 118 Sites)

5th Floor, 1 Capital Quarter, Tyndall Street

Cardiff, Wales CF10 4BZ

United Kingdom

(Registered in England & Wales, company no. 04352737.)

14. Complaints

If you have a concern about how we have processed your personal information, please contact us first at dpo@118118sites.com so that we can investigate and respond to your complaint. We will review your complaint and respond in accordance with applicable data protection law.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection matters. The ICO can be contacted at <https://ico.org.uk>. However, we would appreciate the opportunity to consider and address your concerns before you contact the ICO.