

North Star Digital Cookie Policy

Cookies and similar website technologies

Last updated: 8 October 2026

This policy explains the cookies and similar technologies used on www.northstardigital.co.uk and how to control them. The website is operated by North Star Digital Limited, company number 08906046, registered at M.01 Tomorrow, Blue, MediaCityUK, England, M50 2AB. Read it alongside our Privacy Policy for information about personal data, sharing, overseas processing and your rights.

What these technologies do

Cookies are small files stored by your browser. Similar technologies include local storage, browser databases such as IndexedDB, tracking pixels and scripts that store or access information on a device. They can remember a choice, support a feature, measure use or associate activity with an advertising campaign.

Session cookies normally last for a browsing session. Persistent cookies have an expiry period and may be renewed on later visits. Local storage and browser databases may remain until removed by the service or by clearing site data. First-party cookies are associated with our domain; third-party cookies are associated with another provider's domain.

Your choices

We use Cookiebot by Usercentrics to present and record cookie choices. The banner offers:

- Deny: record your refusal of optional categories.
- Allow selection: record your chosen categories.
- Allow all: record consent to the optional categories described in the banner.

Optional Statistics and Marketing choices are off by default in the banner. Necessary technologies, such as remembering your privacy choice, do not depend on optional consent. Optional technologies that are not covered by a legal exception require prior consent. Visiting the site, scrolling or submitting an enquiry does not by itself give that consent. The current operation of the controls is explained below.

To change a choice, open the cookie settings widget and select Change your consent. You can turn categories off and save the selection, or use Withdraw your consent where that option is available. You can also choose Deny when the banner reopens. Choices apply to the browser and device used, so you may need to set them separately on another device.

You can withdraw permission for future consent-based use at any time. This does not undo processing already lawfully carried out. Changing a setting does not automatically remove all existing cookies or third-party site data; your browser provides separate controls for this. You can contact us by email or telephone without accepting optional website tracking. Optional maps or embedded players may be unavailable when blocked.

Current operation of the website

At the date of this policy, the site includes Sopro and Plausible scripts that can load independently of the optional Cookiebot categories. Sopro's script was present after Deny; its loader can pass the page address, referrer and an existing campaign identifier to Sopro. Plausible uses a separate cookieless analytics script. A third-party connection is not, by itself, evidence that a cookie was set, but refusing optional categories should not be taken to mean that no third-party connection takes place. The purposes below describe the services; they do not override your consent rights or make non-essential tracking necessary.

Services and purposes

Service	Purpose	Purpose category
Cookiebot by Usercentrics	Remembers consent choices and supports evidence of those choices.	Necessary
Google Analytics	Measures visits and website interactions to help us improve the site.	Statistics
Plausible Analytics	Provides traffic statistics. Its standard service does not set cookies or persistent browser identifiers.	Statistics; separate script
Google Ads and related measurement	Measures campaign results and conversions; can support advertising personalisation where enabled.	Marketing
Sopro	Supports campaign attribution and optional visitor engagement tracking, depending on the campaign and enabled features.	Marketing; separate script
YouTube and Google Maps	Provides embedded video and maps. These services can also involve measurement, preferences and advertising technologies.	Optional content and relevant consent category
Vimeo and its delivery providers	Supplies video-related content and thumbnails. Associated security tools may distinguish genuine requests from automated abuse.	Security where genuinely necessary; consent for optional tracking

Google Tag Manager manages other tags. It does not create an exemption from consent for the services it loads. Purpose categories in this table are descriptions of use; the current Cookiebot declaration and the explanation above also describe how the site is configured.

Cookie details and storage periods

Select Show details in Cookiebot to view the detailed declaration, including providers, identifiers, purposes, storage types and declared maximum durations. The principal identifiers are summarised below. Not every item is set on every visit: the page, consent choices, campaign link, provider configuration and account sign-in state can affect what is used.

Identifier and provider	Purpose or storage type	Duration
CookieConsent Cookiebot on our domain	Records the consent selection. HTTP cookie.	Up to 1 year
_ga and _ga_* Google Analytics	Visitor and session measurement. HTTP cookies.	Up to 2 years
_gcl_au Google	Advertising conversion measurement. HTTP cookie.	Up to 3 months
test_cookie Google / DoubleClick	Checks browser cookie support for the advertising service. HTTP cookie.	Up to 1 day in the declaration
_gcl_ls Google	Advertising attribution information in local storage.	Persistent storage
pagead/1p-user-list/* Google	Advertising audience or campaign measurement request. Pixel, rather than a stored HTTP cookie.	Session request

Identifier and provider	Purpose or storage type	Duration
<code>__cf_bm</code> Vimeo / Cloudflare	Helps protect a third-party service against automated abuse. HTTP cookie.	Declaration says up to 1 day; Cloudflare states 30 minutes of inactivity
<code>_obid</code> Sopro	Campaign or prospect identifier, where a relevant link or existing identifier is present. HTTP cookie.	Up to 365 days when set or renewed
<code>_obid_visit</code> Sopro	Groups a campaign visit where this tracking feature is enabled. HTTP cookie.	Approximately 4 hours

The Sopro identifiers above are conditional features of the installed integration. They should be read with the campaign and preference choices, rather than as a statement that every visitor receives them.

Embedded YouTube storage

The detailed declaration also lists YouTube identifiers, including YSC, VISITOR_INFO1_LIVE, TESTCOOKIESENABLED, LAST_RESULT_ENTRY_KEY and identifiers beginning `__Secure-`. It includes local storage and IndexedDB entries used by the embedded player. These support player behaviour, service measurement and other Google purposes according to the particular identifier and your choices.

Storage varies from the session to persistent browser storage; individual durations are shown in the declaration. Cookie names and behaviour can change as Google updates its services. A youtube-nocookie.com player can still contact Google and use other browser storage, so that address is not a guarantee that the feature is free of tracking or other data processing.

Third parties and personal information

When a third-party service loads, it receives connection information such as your IP address and may receive the page address, device details or information about your interaction. Google and other providers may connect activity with information they already hold, depending on the service, your account and privacy settings. Our Privacy Policy explains the organisations involved and the applicable data protection rights.

Plausible's standard service derives limited traffic statistics from requests without storing cookies or persistent browser identifiers, and does not retain raw IP addresses. Its script is separate from the current Cookiebot controls. Contact Jonathon if you wish to object to the use of your personal information for analytics. Your right to object and any requirement for consent apply according to the actual processing, even when a service is described as cookieless.

Browser controls

Your browser's privacy or site-data settings allow you to inspect, block and delete cookies and other stored data. Clearing Cookiebot's preference cookie will normally cause the banner to appear again. Blocking all cookies can affect features that need to remember your choices. Browser controls provide additional choices; they do not replace our responsibility to obtain consent where required.

Updates and contact

We update this policy and the cookie declaration when the website's services or storage technologies change. For questions or concerns, contact Jonathon Kay at jonathon@northstardigital.co.uk or 07711 047852, or write to our registered office above.