mobilephonesdirect
Part of the AO family

Provided by AO Retail Ltd.
trading as Mobile Phones Direct.

Cookie Policy

Updated: June 3rd 2025

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Mobile Phones Direct Cookie Policy

Mobile Phones Direct uses cookies to provide you with the best possible online shopping experience.

> We may change our cookies policy from time to time.

> Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

What is a Cookie?

Cookies are text files containing small amounts of information which are downloaded to your computer or mobile device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognises that cookie. Cookies are useful because they allow a website to recognise a user's device. Cookies do lots of different jobs - everything from allowing you to move from page to page in a website and remembering your preferences to supporting the placement of a relevant advertisement. When you visit www.mobilephonesdirect.co.uk, various cookies may be placed on your device. Some of these are essential; our website will simply not work without them. Others are not integral to the service.

We've provided more details about different types of cookies, how we and our partners use them and how you can manage your cookie choices below.

Cookie Types and How We Use Them

We use three main types of cookies. A description of the different types and how Mobile Phones Direct and its third-party partners use each one appears below.

Essential

These cookies are essential to enable you to move around Mobile Phones Direct and use its features, such as accessing secure areas, adding items to your shopping basket and placing an order. These cookies do not contain personal information about you; however, if you choose not to enable these cookies, it will affect the performance of the website, or parts of it.

Name of Cookie	Purpose	Expiry
_a1cns _a1cp _a1ct Cookie_accept MPDCookieBannerConsent MPDCookiePreference	Identifies website visitor preferences in relation to cookies including consent or decline status.	60 days
_a1suid	Provides website diagnostics for debugging purposes	365 days
_cf_bm	Cloudflare cooked. This cookie is used to	4 days

	support bot management. This is used by MPD to stop harmful and malicious bots accessing MPD's website.	
Basket_items Frontend_sid	Cookies hold the products and number of items added to the website visitor's basket.	7 days
Tracking	Tracks the journey flow through the website.	1 day
Wisepops Wisepops_session Wisepops_visitor Wisepops_visits	Cookies that provide functionality to ensure that popups can be delivered on site	Shortest is a session cookie, longest is 400 days
Affordable_mobiles_payments_ session	Cookie to identity payment for the order	Session
Redirecturl	Cookie stores the redirect URL when navigating through the website.	Session
adnetwork	Cookie that records the source of the visitor	1 day
ChannelMedium SOCS	Cookies used by Google analytics. Provides information relating to website usage and performance. Inform ation may also be used for the purposes of targeted advertising . If a visitor has clicked on a Google advertisement, it may track the visitor to the site and measure conversion	Shortest is Session longest is 400 days

- *Personalisation*

These cookies are functional in nature and help us understand how visitors interact with Mobile Phones Direct by providing information about the pages visited, the time spent on the website, the journey taken throughout the site, etc. in addition to any issues experienced, such as error messages. These cookies do not collect information about you - all the information collected is anonymous and aggregated. It is only used to help us understand how to improve the performance of the website.

Name of Cookie	Purpose	Expiry
_ga _ga_6KWXRZXRMR AEC AR_debug	Cookies used by Google analytics. Provides information relating to website usage and performance. Inform ation may also be used for the purposes of targeted advertising . If a visitor has clicked on a Google advertisement, it may track the visitor to the site and measure conversion	30 days to 400 days
_hjSession_1995387 _hjSessionUser_1995387	These cookies help understand user behaviour and gather feedback to enable the site to improve the user experience.	Shortest 30 minutes longest 365 days
_uetsid	Cookie used by Bing Ads (Microsoft) to track user behaviour and personalise advertising offerings seen across the internet.	

Remarketing

These cookies are used by third-party service providers that we use to help us to manage advertising campaigns. These include re-targeting cookies, which allow us to serve advertising to you after you have left our site, based on your activity on www.mobilephonesdirect.co.uk. These cookies allow these third-party service providers to:

- Limit the number of times you see any given advertisement

- Measure the effectiveness of the advertising campaign

- Present you with advertisements which are more relevant to you and your interests, including advertisements for Mobile Phones Direct.

In addition to cookies set by Mobile Phones Direct and our third-party service providers and partners, cookies may be set by other third parties while visiting the Website. For example, if you visit a page with content embedded from an advertising network, a video streaming service or another source (e.g. YouTube, Facebook) they may set their own cookies on your web browser. These anonymous cookies may be set by that third party to track the success of their application (that is, count how many times it has been used or viewed) or to customise their application to you.

We advertise our site on Google websites using the Google Adwords technology tools. Google may show you ads based on many factors, including:

- Types of websites you visit, and mobile apps you have on your device

- Cookies on your browser and the settings in your Google Account

- Websites and apps you've visited that belong to businesses that advertise with Google

- Your activity on another device

- Previous interactions with Google's ads or advertising services

- Your Google Account activity and information

- When showing you personalized ads, Google will not associate an identifier from cookies or similar technologies with sensitive categories, such as those based on race, religion, sexual orientation, or health.

Social Networks

If you 'share' Mobile Phones Direct content on social networks - such as Facebook and Twitter - you will be sent cookies from these websites. We do not control the setting of these cookies, so we suggest you check the third-party websites for more information about their cookies and how to manage them.

Name of Cookie	Purpose	Expiry
_fbp	Social media cookie for tracking visitors and presenting advertisements on Facebook	90 days
_Secure-ENID	Stores Google user preferences	
_tt_enable_cookie _ttp Ttcsid ttcsidC87M7D8JVRHAP8GT02G	Social media cookie for tracking visitors and presenting advertisements on TikTok and measuring	90 days

	advertising effectiveness.	
Cdv S Scarab.visitor	Cookies that collect service and browsing information for statistical and remarketing purposes.	Shortest is session, longest is 365 days
IDE Lantern Receive-cookie-deprecation	Cookies used by Google analytics. Provides information relating to website usage and performance. Inform ation may also be used for the purposes of targeted advertising . If a visitor has clicked on a Google advertisement, it may track the visitor to the site and measure conversion	30 to 390 days
Smc_not Smc_refresh Smc_sesn Smc_session_id Smc_spv Smc_tag Smc_tpv Smc _uid Smct_session	Cookies to provide tracking, ad targeting and customer experience optimisation including cart abandonment experience.	Shortest I session longest is 400 days
Utm_campaign Utm_medium Utm_source	Cookies that provide information about where the site visitor has arrived on site from.	1 day

Managing Your Cookies

Some cookies are essential for Mobile Phones Direct to function and others are not. You always have the option to set your browser settings to reject all cookies. You can see here for more information on how to adjust your browser settings. If you do reject all cookies, however, our Website will not work. If you delete your cookies, you must update your preferences with us again. In addition, some features of our Website will not work temporarily.