

Cookie Policy

Created2Deliver Ltd | Last updated: 11 October 2026 | Version 1.1

1. What are cookies?

Cookies are small text files or similar identifiers placed on a device when a website or online service is used. They can support essential functions such as signing in securely, maintaining a session, remembering preferences and, where enabled, measuring use of a website.

2. How Tools2Done uses cookies

Tools2Done uses strictly necessary session and security technologies to provide the service. On the public marketing website, optional advertising measurement is provided by Meta Pixel only when a visitor has actively accepted marketing cookies. We do not currently identify a separate general-purpose analytics provider in the reviewed implementation.

3. Strictly necessary cookies

The Tools2Done application uses session and security technologies to authenticate users, protect accounts, support public quote interactions and maintain secure sessions. These do not require marketing-cookie consent where strictly necessary to provide a requested service. The HMRC device cookie supports fraud-prevention information required for HMRC-related features.

4. Analytics and marketing technologies

On the public marketing website, Meta Pixel (Pixel ID 1666417128535080) measures page visits and advertising effectiveness only after marketing consent. When enabled, Meta may receive browser/device and network information, cookie identifiers, event names and public page URLs. Meta may process data under its own terms. We do not intentionally send private customer accounting information or email-verification tokens to Meta. The Pixel is not installed on private customer account pages or token-bearing verification pages.

5. Cookie and storage register

Name / technology	Provider	Purpose	Lifetime
tbm_platform	Tools2Done	Platform administrator session; necessary	Browser session
tbm_session	Tools2Done	Customer account authentication; necessary	Browser session
PHPSESSID	Tools2Done / PHP	PHP session where used (including public quote); necessary	Browser session
q2d_hmrc_device	Tools2Done	HMRC fraud-prevention device identifier; necessary when relevant	1 year
t2d_marketing_consent_v1	Tools2Done / localStorage	Stores accepted or rejected marketing-cookie preference	180 days
_fbp	Meta	Browser identifier for advertising measurement; optional	Typically 90 days
_fbclid	Meta	Ad click attribution identifier, if applicable; optional	Typically 90 days

Meta cookie lifetimes and use may change according to Meta configuration. `_fbclid` is only created in relevant ad-click circumstances. Actual browser cookies can also depend on consent, browser restrictions and user settings.

6. Consent

We ask for an affirmative choice before loading optional advertising technology. Reject optional cookies is offered alongside Accept marketing cookies. Merely browsing the website is not treated as consent. Essential service cookies remain available regardless of the advertising choice.

7. Managing cookie choices

Use the Cookie settings control on the public website to review, change or withdraw your marketing-cookie choice. The choice is stored in your browser for up to 180 days, after which you may be asked again. Withdrawing consent prevents the Tools2Done website from initiating further Meta Pixel tracking and attempts to remove Meta first-party cookies; it does not reverse information already received by Meta. Browser controls may also be used to remove cookies and local storage.

8. Third-party technologies

Meta Platforms Ireland Limited provides the optional Meta Pixel advertising technology. Meta may process information under its own privacy notice, including outside the United Kingdom subject to applicable safeguards. Other third-party services such as Stripe, TrueLayer or banking providers may set cookies during interactions with those providers, governed by their own notices.

9. Retention

Session cookies generally expire at the end of the browser session. The HMRC fraud-prevention device cookie lasts one year; our marketing consent choice lasts up to 180 days; Meta advertising cookies typically last up to 90 days, subject to Meta and browser behaviour. See the register above.

10. Changes to this Cookie Policy

We may update this policy to reflect changes to the Tools2Done service, technologies used, law or regulatory guidance. The latest version will show its update date.

11. Contact

Created2Deliver Ltd trading as Tools2Done. Privacy enquiries: privacy@tools2done.co.uk. Website: <https://www.tools2done.co.uk>. See also our Privacy Policy at https://tools2done.co.uk/legal/Tools2Done_Privacy_Policy.pdf.