



## Cookie Policy

A cookie is a small file of letters and numbers that is stored on your browser or the hard drive of your computer. Cookies contain information that is transferred to your computer's hard drive.

We use cookies to ensure that we give you the best experience on our website. If you continue without changing your settings, we'll assume that you are happy to receive all cookies on our website. However, if you would like to, you can change your cookie settings at any time. Further information on how to do so is provided below.

More detail on how businesses use cookies is available [here](#).

### The cookies we use and why we use them

We use cookies to analyse the flow of information; customise content and advertising; measure the effectiveness of our website; and promote trust and safety. This includes Google Analytics tracking, interest based advertising such as remarketing (these cookies allow Google and others to show our adverts when you visit other websites in networks such as the Google Display Network after you have visited our website, Google Ads conversion tracking and advertising on social media sites. Generally, cookies fall under the following categories:

- **Strictly necessary cookies.** We use cookies that are strictly necessary for the operation of our website, for example, to enable you to move around the site or to provide certain basic features. They include, for example, cookies that enable you to log into secure areas of our website.
- **Functionality cookies.** We use cookies to enhance the functionality of our website by storing your preferences, for example. These are used to recognise you when you return to our website. This enables us to personalise our content for you.
- **Analytical/performance cookies.** We use analytical/performance cookies to help us to improve the performance of our website to provide you with a better user experience. They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Targeting cookies.** We also use targeting cookies. These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make third party advertising more relevant to your interests. They are also used to limit the number of times users see an advert as well as help measure the effectiveness of an advertising campaign.

#### A cookie is either a:

- session cookie which is erased when the user closes their web browser; or
- persistent cookie which remains on the user's computer/device for a pre-defined period of time unless manually deleted.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie	Name	Purpose	Type
cookie_consent_level, cookie_consent_time, cookie_consent_hash	IDI	These cookie allows us to record whether you've opted in to non-necessary cookies, and stores your preferences.	Necessary
APISID, HSID, NID, OGPC, SAPISID, SID	Google	These cookies allow us to embed videos hosted on YouTube on our website, for a better user experience.	Functionality
	Vimeo	Vimeo cookies allow us to embed videos hosted on Vimeo on our website, for a better user experience.	Functionality
1P_JAR, AID, OTZ, SIDCC, SSID, _dc_gtm_UA-6234239-1, _ga, _gid, DSID, IDE	Google	We use Google Analytics to help us analyse our web traffic. These cookies gather anonymous information which we use to help us to improve the performance of our website to provide you with a better user experience. We also use Google targeting cookies. These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make advertising you may be served from us on the Google Search and Display	Analytical/ Performance/Targeting

		networks more relevant to your interests.	
act, c_user, datr, dpr, fr, presence, sb, wd, xs	Facebook	We use Facebook tracking to help us link our web traffic and Facebook audiences. These cookies record your visit to our website, the pages you have visited, the links you have followed, and the forms you've filled out. We will use this information to make advertising you may be served from us on Facebook more relevant to your interests.	Targeting
dtCookie, lpv107002, pardot, visitor_id#, visitor_id#-hash	Pardot	Pardot cookies help us to integrate visitors' actions on our website with our user database. For example, Pardot will maintain a record of forms you may have filled out on our website (contact forms, newsletter forms) and when you've opted in and out of these.	Analytical/Performance/Targeting
adx, cean, cean_assoc, _ceg.s, _ceg.u, _ceir	CrazyEgg	We use CrazyEgg to help us analyse our web traffic. These cookies gather anonymous information which we use to help us to improve the performance of our website to provide you with a better user experience.	Analytical/Performance

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

It is not advisable to use cookies if your computer is shared by other people. You should clear 'cookies' stored by the web browser when using another person's computer to avoid your e-mail address or other details being displayed in the login field to a subsequent user of our website.

## **How to block cookies**

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our website.

Information about how to configure your browser to block cookies can be found at:

[Internet explorer](#)

[Chrome](#)

[Firefox](#)

[Safari](#)

If you prefer to not have data reported by Google Analytics, you can install the Google Analytics Opt-Out Browser Add-On by following the instructions [here](#).

You can find out how to opt out of Google's use of tracking technologies via the Google advertising opt-out page [here](#).

On your Facebook ad preferences, you will see that ads may be delivered to you according to 'interests' or specific advertisers and you can manage your ad preference settings for both of these. You can opt out from seeing Facebook's interest-based ads and you can also use your mobile device settings to configure your advertising preferences [here](#).

To learn more about adverts which are displayed to you whilst you are online, please consult the applicable website's privacy and cookies policy on which you see our ads..

You can find out more about cookies, including how to see what cookies have been set and how to manage and delete them by visiting [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

## **How long cookies last**

Except for essential cookies and targeting cookies, all cookies are session cookies will expire after you have finished your browsing session.