

# Our Cookie Policy

## What Are Cookies And How Do They Benefit You?

Cookies are small text files that are placed on your computer or mobile device when you browse websites. Cookies are not actual programs or software. When you visit a website it stores a snippet of text from your visit; the next time you visit, this text is retrieved by the website so they can recognise you. Cookies have different uses depending on the website visited. Cookies allow websites to store such things as user preferences. You can think of cookies as providing a "memory" for the website, enabling it to recognise a user and respond appropriately. Cookies on our website do NOT store any personally identifiable information such as names, addresses, email addresses or phone numbers. For more details see, [What are cookies?](#)

Our cookies help us:

- Make our website work as you'd expect
- Remember your settings during visits
- Allow you to share pages (names/blog articles) with social networks like Facebook or Twitter
- Continuously improve our website for you

We do not use cookies to:

- Collect any personally identifiable information - we will always ask for your express permission if we ever do collect this information.
- Collect any sensitive information, without your express permission

What information is kept by the cookie?

A cookie will typically hold:

- The name of the website that it has come from
- How long the cookie will stay on your computer or phone
- A value – usually a randomly generated unique number

How long do cookies stay on my computer?

- **Session cookies** – these only last until you close your browser. They are not stored on your hard drive. They are generally used to track the pages that you visit so that information can be customised for you for that visit.
- **Persistent cookies** – these are stored on your hard drive until you delete them or they reach their expiry date. These may, for example, be used to remember your preferences when you use the site.

## Granting Us Permission to Use Cookies

If the settings on the software you are using to view this website (i.e. browser e.g. Internet Explorer, Google Chrome, Mozilla Firefox etc) are set up to accept cookies we take this, and your continued use of our website, to mean that you accept our use of cookies. Should you wish to remove or not use cookies from our site you can disable cookies through 'Internet Options' on your browser menu

at any time, however please be aware that doing so will probably mean that our site may not work as well as you would expect.

Our use of cookies falls into a few categories such as:

- Website function cookies
- Social media cookies
- Third party and advertising cookies
- Analytics cookies

## **More about Our Cookies**

### **Website Function Cookies such as session or preference cookies**

We use cookies to make our website function including:

- Holding information once you've logged in to save you having to re-login each time you visit a different page during your session
- Once you log off or close the browser the session cookie will be removed

### **Third-party functions**

Our site, like most websites, includes functionality provided by third parties. A common example is an embedded YouTube or Vimeo video.

Disabling these cookies is likely to break the functions offered by these third parties

### **Social Media Website Cookies**

To facilitate easy sharing or liking of content on social network platforms such Facebook and Twitter, we have included sharing buttons on our site. We also use Facebook Pixel and Twitter Universal Website tag in order to make our ads more useful through tailored audiences.

The privacy implications on this will vary from social network to social network and will be dependent on the privacy settings you have chosen on these networks. If you are a Facebook user, you can find more info about their [privacy policy here](#) or [opt-out from this link](#). For Twitter users - read their [privacy policy](#) or [opt-out here](#).

### **Anonymous Visitor & Behaviour Statistics Cookies**

Analytics programs use cookies to compile website statistics for us to use to improve our site. Unless you explicitly give us your information by filling in a form or calling us, all data that analytics programs collect is stored anonymously where we only see totals and not specific individual data.

Examples include:

- How visitors reached our website (e.g. from a search engine, an advert, from social media site etc.)
- The activity of users on the site such as the number of pages viewed, time spend on individual pages, the pages visitors leave our site on
- How often visitors return to our site
- Visitor technology used (e.g. browser, operating system, device etc.)

These statistics help us make our site as user-friendly as possible, to ensure a good experience for all visitors.

We use:

- Google Analytics which is a program that helps us measure site usage details including the examples above (details of how to opt-out are further below).

### Site Improvement Cookies

We regularly test new designs or site features on our site. We do this by showing slightly different versions of our website to different people and anonymously monitoring how visitors respond to these different versions. Ultimately this helps us to offer you a better website.

We use: Google Search Console

### Google Advertising

Some of our business partners or third parties use cookies or other tracking technologies on our site, including:

- Third party vendors, including Google, show ads on sites on the internet.
- Third party vendors, including Google, use cookies to serve ads based on a user's prior visits to our website.

We have no access to or control over these cookies. Users may opt out of Google's use of cookies by visiting the [Google advertising opt-out page](#).

We use cookies to understand and save your preferences for future visits and compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future. We may contract with third-party service providers to assist us in better understanding our site visitors. These service providers are not permitted to use the information collected on our behalf except to help us conduct and improve our business.

You may opt out of the DoubleClick cookie by visiting the [Google advertising opt-out page](#). If you wish to block unwanted or personalized Google ads in your browser you can [opt-out from this link](#).

### Google Analytics

This website uses Google Analytics, a web analytics service provided by Google, Inc. ('Google'). Google Analytics uses cookies (text files placed on your computer) to help the website operators analyse how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above. In order to be able to better understand customers across devices we have activated Google Signals. This feature generates reports which include only aggregated data from users who have turned on their [Ads Personalization](#). No data for individual users is ever exposed. You can read

Google Analytics' [privacy policy here](#) and if you wish to opt-out you can download and install [Google's Browser Add-on](#).

## Hotjar

We use Hotjar in order to better understand our users' needs and to optimize this service and experience. Hotjar uses cookies and other technologies to collect data on our users' behavior and their devices (in particular device's IP address (captured and stored only in anonymized form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), preferred language used to display our website). Hotjar stores this information in a pseudonymized user profile. Neither Hotjar our website or Hotjar will ever use this information to identify individual users or to match it with further data on an individual user. For further details, please see Hotjar's privacy policy by clicking on [this link](#).

You can opt-out of creation of a user profile, Hotjar's storing of data about your usage of our site and Hotjar's use of tracking cookies on other websites by following this [opt-out link](#).

## Turning Cookies Off

You can switch cookies off by adjusting your internet browser settings to stop it accepting cookies. There are many different browsers and versions. Some of the most common browsers and versions are listed below. Click the name of your preferred browser below to learn how to disable and manage cookies. If your version of browser is not listed, please visit your preferred search engine.

- [Internet Explorer](#)
- [Mozilla Firefox](#)
- [Safari](#)
- [Google Chrome](#)

Please be aware though that turning off cookies will impair the performance of many websites and not just ours.