

# **Cookie Policy**

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently by remembering your preferences, recording what you have put in your shopping basket, and counting the number of people looking at a website. They can provide information to the owners of the site. Most web browsers allow some control of most cookies through browser settings.

By continuing to use our website, you consent to the use of cookies (including third-party cookies) as described in this policy.

Details about the cookies we use are set out below. Some of these are third party cookies – see the section on third-party cookies below for more information.

The rules on cookies are covered by the Privacy and Electronic Communications Regulations 2003 (PECR). PECR also covers the use of similar technologies for storing or accessing information, such as 'Flash cookies' and device fingerprinting.

## **How do the cookie regulations affect you?**

You may come across information about cookies and similar technologies on websites and be given choices about how some cookies are used. This might include, for example, being asked to agree to a cookie being used for a particular service, such as remembering your preferences on a site.

We have to provide clear and comprehensive information about the way we use cookies, and ensure that for any cookie not strictly necessary for our website, we give you an appropriate means of consenting to that cookie being set on your device.

## **How can I control my cookies?**

Browser controls

You can use your web browser to:

- delete all cookies;
- block all cookies;
- allow all cookies;
- block 'third-party' cookies (ie, cookies set by online services other than the one you are visiting);
- clear all cookies when you close the browser;
- open a 'private browsing' / 'incognito' session, which allows you to browse the web without recording your browsing history or storing local data such as cookies (you should however be aware of the limitations of this feature in a privacy context); and
- install add-ons and plugins that extend browser functionality.

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set, visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

Find out how to manage cookies on popular browsers:

[Google Chrome](#)

[Microsoft Edge](#)

[Mozilla Firefox](#)

[Microsoft Internet Explorer](#)

[Opera](#)

[Apple Safari](#)

To find information relating to other browsers, visit the browser developer's website.

Category of cookies	Why we use these cookies
Strictly Necessary	These cookies are essential for our websites to perform their basic functions. These include those required to allow registered users to authenticate and perform account related functions, as well as to save the contents of virtual "carts" on sites that have an e-commerce functionality.
Preferences	These cookies are used to store preferences set by users such as account name, language, and location.
Statistics	Performance cookies collect information on how users interact with our websites, including what pages are visited most, as well as other analytical data. We use these details to improve how our websites function and to understand how users interact with them.
Marketing	Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers.
Third Party / Embedded Content	Our websites make use of different third-party services to enhance the experience of website visitors. These include social media platforms such as Facebook and Twitter (through the use of sharing buttons), or embedded content from Youtube and Vimeo. As a result, cookies may be set by these third parties, and used by them to track your online activity. We have no direct control over the information that is collected by these cookies.

The cookies we use are Google Analytics cookies:

### [About the Google Analytics Cookies](#)

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[Google Analytics](#) sets first party cookies via a piece of JavaScript code which must be added to every page that site owners want to track. It sets four cookies automatically, and a fifth via opt-in (this relates to sharing information about your traffic with Google).

Globally and in the European Union member states Google sets the following cookies:

#### [\\_\\_utma Cookie](#)

A persistent cookie – remains on a computer, unless it expires or the cookie cache is cleared. It tracks visitors. Metrics associated with the Google \_\_utma cookie include: first visit (unique visit), last visit (returning visit). This also includes Days and Visits to purchase calculations which afford ecommerce websites with data intelligence around purchasing sales funnels.

#### [\\_\\_utmb Cookie & \\_\\_utmc Cookie](#)

These cookies work in tandem to calculate visit length. Google \_\_utmb cookie demarks the exact arrival time, then Google \_\_utmc registers the precise exit time of the user.

Because \_\_utmb counts entrance visits, it is a session cookie, and expires at the end of the session, e.g. when the user leaves the page. A timestamp of 30 minutes must pass before Google cookie \_\_utmc expires. Given \_\_utmc cannot tell if a browser or website session ends. Therefore, if no new page view is recorded in 30 minutes the cookie is expired.

This is a standard ‘grace period’ in web analytics. Ominture and WebTrends among many others follow the same procedure.

#### [\\_\\_utmz Cookie](#)

Cookie \_\_utmz monitors the HTTP Referrer and notes where a visitor arrived from, with the referrer siloed into type (Search engine (organic or cpc), direct, social and unaccounted). From the HTTP Referrer the \_\_utmz Cookie also registers, what keyword generated the visit plus geolocation data. This cookie lasts six months. In tracking terms this Cookie is perhaps the most important as it will tell you about your traffic and help with conversion information such as what source / medium / keyword to attribute for a Goal Conversion.

#### [\\_\\_utmv Cookie](#)

Google \_\_utmv Cookie lasts “forever”. It is a persistent cookie. It is used for segmentation, data experimentation and the \_\_utmv works hand in hand with the \_\_utmz cookie to improve cookie targeting capabilities.