Cookies Policy

Please read this cookie policy carefully as it contains important information on who we are and how we use cookies on our website. This policy should be read together with our Privacy Notice which sets out how and why we collect, store, use and share personal data generally, as well as your rights in relation to your personal data and details of how to contact us and supervisory authorities.

What are cookies?

A cookie is a small text file which is placed onto your device (e.g. computer, smartphone or other electronic device) when you use our website. From time to time we may use cookies on our website. These help us to better provide our services to you.

For further information on our use of cookies, including a detailed list of your information which we and others may collect through cookies, please see below.

For further information on cookies generally, including how to control and manage them, visit the guidance on cookies published by the UK Information Commissioner's Office, or www.allaboutcookies.org.

How we categorise the cookies we use

As is standard practice across many businesses, we use four categories of cookies on our sites:

Necessary Cookies:

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences or filling in forms.

Analytics:

These cookies help us to understand how visitors engage with the website. We may use a set of cookies to collect information and report site usage statistics. In addition to reporting site usage statistics, data collected may also be used, together with some of the advertising cookies described, to help show more relevant ads across the web and to measure interactions with the ads we show.

Advertising:

We use cookies to make our ads more engaging and valuable to site visitors. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on ad campaign performance; and to avoid showing ads a user has already seen.

Functionality:

We use a set of cookies that are optional for the website to function. They are usually only set in response to information provided to the website to personalise and optimise your experience as well as remember your previous form submission history.

Consent to use cookies and changing settings

We will ask for your consent to place cookies or other similar technologies on your device, except where they are essential for us to provide you with a service that you have requested.

Below is a complete breakdown of the Cookies used on our website:

Name	Description	Duration	Category	Type
__hstc	This is the main cookie we use for tracking visitors. It contains the domain, hubspotutk, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).	180 days	Analytics	1st party
__cfruid	The __cfruid cookie helps Cloudflare to detect malicious visitors to our website and minimises the blocking of legitimate users.	Session.	Necessary	1st party
__cf_bm	The __cf_bm cookie helps Cloudflare to provide protection against bots accessing our websites.	30 minutes after the session ends.	Necessary	1st party
__hs_cookie_cat_pref	The __he_cookie_cat_pref cookie is used to record the categories a visitor has consented to. It contains data on the consented categories.	180 days	Necessary	1st party
__hssc	The __hssc cookie helps us keep track of sessions. It's used to determine if our analytics should increment the session number and timestamps in the __hstc cookie.	30 minutes after the session ends.	Analytics	1st party
__hssrc	Whenever our website platform changes the session cookie, this cookie is also set to determine if the visitor has restarted their browser. If this cookie doesn't exist	At the end of the session.	Advertising	3rd party

	when a user lands on the site, it is considered a 'new session'.			
_ga (plus associated account cookies of the same name)	This is the main cookie set by Google Analytics and is used to distinguish one visitor from another. Its purpose is entirely related to usage statistics, and does not allow us to personally identify individual users.	2 years.	Analytics	1st party
_gat (plus associated account cookies of the same name)	This cookie is also set by Google Analytics and is used to throttle the request rate – limiting the collection of data on high traffic sites. Further information can be found here: https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage	10 minutes after the session ends.	Analytics	1st party
_gcl_au	This cookie is a marketing tracker made by Google. It is used to keep track of the ads you click on, and whether they lead to 'conversions' (form submissions or similar).	90 days	Analytics, Advertising	3rd party
_gid	This cookie is used by Google Analytics to distinguish users. It works by storing and updating a unique value for each page visited.	1 day	Analytics	1st party
Hubspotutk	This is the cookie we drop on a visitors browser when they arrive on our website and our tracking code fires. It is used to track whether individual users have consented to the use of cookies.	180 days	Necessary	1st party

How to turn off all cookies and the consequences of doing so

If you do not want to accept any cookies, you may be able to change your browser settings so that cookies (including those which are essential to the services requested) are not accepted.

If you do this, please be aware that you may lose some of the functionality of our website.

For further information about cookies and how to disable them please go to the guidance on cookies published by the **UK Information Commissioner's Office**, or www.allaboutcookies.org