

COOKIE POLICY

WHAT IS A COOKIE?

A cookie is a small file stored on your computer or mobile device after visiting a website which is then accessed and used for certain purposes. Cookies are commonly used to record some aspects of your visit to a site such as choices you have made and to help websites 'remember' you. More information on cookies and their use can be found at <https://ico.org.uk/for-the-public/online/cookies/>

WHY AND HOW DO WE USE COOKIES?

We use cookies to help us provide you with the best experience when you visit our site. We also use cookies to allow us to remember customers' preferences and understand what they like to look at, so that we can improve the service we offer. By using cookies, we can make it easier for you to do many things such as accessing customer only areas of our site or applying for and receiving quotes for products and services. Cookies can also allow us to tailor the content of our website so we can show you services we think you may be interested in. By continuing to browse the site, you are agreeing to our use of cookies.

Our cookies do not store personal information such as your name, address, phone number or email in a format that can be read by others. We do use a small number of cookies that store encrypted versions of information where you have asked us to. However, these are encrypted so that only we (or other sites that we have agreed to share information with) can read this information. The cookies we use cannot read or search your computer, smartphone or web-enabled device to obtain information about you, or read any material kept on your hard drive.

WHAT COOKIES ARE SET WHEN I VISIT THIS SITE?

We use the following cookies:

- **Strictly necessary cookies.** These cookies are essential for the operation of our website and online tools or services. They include, for example, cookies that enable you to log into private areas of our website.

- **Analytical/performance cookies.** These cookies allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you and remember your preferences, for example your user name, language or text size. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.
- **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 our website more relevant to your interests.

The following are further details of the individual cookies that might be set by us when you visit our site, together with an explanation of their purpose.

Type	Cookie	Cookie Name	Purpose	Expiry
Strictly necessary	Cloudflare	_cfduid	Cookie associated with sites using CloudFlare, used to speed up page load times. According to CloudFlare it is used to override any security restrictions based on the IP address the visitor is coming from. It does not contain any user identification information.	1 year

Analytical/ performance	Response Tap	__adiCookieCheck	<p>This cookie is set by software from ResponseTap. The software allows us to link website visitor behaviour to telephone calls made to the company as the result of a visit, in order to understand the effectiveness of the website in encouraging calls from customers. This cookie checks to see whether your browser is set to allow other cookies to be set by the software.</p>	<p>This cookie is deleted when you close your browser.</p>
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Analytical/ performance	Google Analytics	_ga _gat_UA-17074461-6 _gid	<p>These cookies are part of Google Analytics and allow us to measure information about how visitors use our site. This includes identifying each unique user to our site and details of each page visited. _gat is used to limit the collection of analytics data on high traffic sites.</p> <p>For further information, please read Google's overview of privacy and safeguarding data.</p>	2 years one minute 1 day
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Analytical/ performance	Hot Jar	_hjIncludedInSample	This cookie is part of a web analytics service provided by Hot Jar. This cookie enables us to identify a web visitor during a single browser session and indicates they are included in an audience sample.	This cookie is deleted when you close your browser.
Analytical/ performance	New Relic	JSESSIONID	This cookie provides a means for monitoring the browsing session of a user, and the performance of web and mobile applications.	This cookie is deleted when you close your browser.
Targeting/ Advertising	DoubleClick (Google)	_drt_ id	DoubleClick is Google's real time bidding advertising exchange. The Doubleclick cookies target specific advertising to potential customers and gathers information about how or if you are interacting with these ads.	4 months 2 years

Targeting/ Advertising	Google	APSID SSID NID PREF SID SAPISID HSID	These cookies are set by Google. Google tracks users extensively across many millions of websites. Google uses this gathered data to profile the interest of web users and sell advertising space to organisations based on such interest profiles, as well as aligning adverts to the content pages where its customer's adverts appear.	2 years (apart from NID which is 10 months)
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Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies on this site, over which we have no control but are very commonly found on many websites. These cookies are likely to be analytical/performance cookies or targeting cookies (for example, Google's advertising services as above).

Some of the business partners that may set cookies when you visit our site are:

Autopilot HQ	Autopilot has software tools, content and resources that allow companies to automate their sales and marketing processes. We utilise their 'Live chat' Headsup software on our site to easily connect with our customers. Autopilot set cookies for this purpose.
Bing	This domain is Microsoft's search engine product.

Facebook	This social networking site, which we link to from our site, sets cookies which mainly collect data about the interests of users and also utilised for behaviourally targeted advertising.
Google	In addition to the targeting/advertising cookies above, Google may set other cookies on this site, for example in connection with their Google+ social networking application which we link to from our site.
Instagram	This content-sharing platform, owned by Facebook, may set various cookies when you visit our site.
LinkedIn	This business networking platform, which we link to from our site, sets cookies on our site although users do not have to be logged in to LinkedIn or have an account, and thus this is primarily a tracking /targeting domain.
Pinterest	Social content sharing platform that sets cookies on website partners, including tools such as conversion tracking and website analytics.
Playbuzz	Playbuzz is an authoring and distribution platform for interactive storytelling. They may set cookies across third party sites, blogs or other online services.
ScorecardResearch (comScore)	ScorecardResearch is a market research company that studies and reports on Internet trends and behaviour. ScorecardResearch conducts research by collecting Internet web browsing data and then uses that data to help show how people use the Internet, what they like about it, and what they don't.

SlideShare	This is part of the LinkedIn group and is used to provide services for embedding slide presentations into websites. Their cookies can also be used for targeted advertising purposes.
Twitter	This social networking site, which we link to from our site, sets cookies. It collects data through a range of plug-ins and integrations and that are primarily used for tracking and targeting.
Vimeo	Video Hosting / sharing site that sets cookies on website partners.
Vine	Vine is a mobile app for creating and sharing video through social networks.
YouTube	YouTube is a Google owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which can then be used to display targeted advertising to web visitors.

If you follow a link from our website to another website, please be aware that the other website will have their own privacy and cookie policy. We recommend that you read their policies as we are not responsible or liable for what happens at their site.

HOW DO I CHANGE MY COOKIE PREFERENCES?

You can alter how cookies are stored on your machine via your web browser settings. You can set your browser to block or disable cookies, but doing so may impact the quality of your browsing experience and limit you from accessing areas of our website where cookies are required for pages to load tailored information.

To change your cookie preferences click the 'settings' or 'tools' button on your browser or you can find out more at www.allaboutcookies.org or www.aboutcookies.org. To opt out of being tracked by Google Analytics across all websites, please visit [//tools.google.com/dlpage/gaoptout](http://tools.google.com/dlpage/gaoptout).

UPDATES TO OUR COOKIES AND POLICY

We may periodically update the cookies we use and our cookie policy, and you should revisit this page if you wish to keep yourself informed.

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