

What are cookies?

Cookies are text files containing small amounts of information, often including a unique identifier, which are downloaded to your device when you visit a website – if your browser preferences allow it. Cookies are then accessed by the originating website on each subsequent visit. Cookies are useful because they allow a website to recognize a user's device.

How are cookies used on our website?

The cookies we use on our website are there to allow you to perform the services you require and to assist us in providing a better website for our users. We do not use cookies to store information that identifies you as an individual. Details on the cookies used are provided below.

We encourage you to accept the cookies we serve. However, if you wish to restrict or block the cookies which are set by our or any other website, you can do this through your browser settings. Please see the section below on 'How to control and delete cookies' for more information.

Google Analytics

We use Google Analytics cookies to hold information about your visit to our site. This helps us better identify the use and popularity of our services and how successfully the website is functioning. If you do not wish us to do this, you can opt out of the Analytics service by installing an add-on for your browser. This can be found at <http://tools.google.com/dlpage/gaoptout>. Alternatively, you can delete/restrict these cookies as for any other cookie – see the section below on 'How to control and delete cookies' for more information.

These cookies collect information about how visitors use a website, for instance, which pages visitors go to most often, and if they get error messages from web pages. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous.

Hotjar

To provide you with a better experience on our website we use a tool called Hotjar which tracks a user's mouse movements and interactions across the site. To function properly, like most tracking tools, Hotjar stores first-party cookies on your browser. This is needed to display the correct content to you and us. For more information visit <https://docs.hotjar.com/docs/hotjar-cookies>

Types of cookies

Session Cookies

Session cookies are created temporarily when a user visits a website. Once the user leaves the site/closes the browser, the session cookie is deleted.

Persistent Cookies

A persistent cookie file remains on the user's device and is re-activated when the user visits the website that created that particular cookie. These cookies expire after a certain period (set in the file), or can be removed manually.

Classification of Cookies

The cookies on this website have additionally been categorised based on the categories found in the International Chamber of Commerce (ICC) UK Cookie Guide.

Category	Description
Strictly necessary cookies	These cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website.
Performance cookies	These cookies collect information about how visitors use a website, for instance, which pages visitors go to most often, and if they get error messages from web pages. These cookies don't collect information that identify a visitor. All information these cookies collect is aggregated and therefore anonymous.
Functionality cookies	These cookies allow the website to remember choices you make [such as your username, language or the region you are in] and provide enhanced, more personal features. For instance, a website may be able to provide you with local weather reports or traffic news by storing in a cookie the region in which you are currently located. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages you can customise. They may also be used to provide services you have asked for such as watching videos or commenting on a blog. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.
Targeting/advertising cookies	These cookies are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign.

How to control and delete cookies

You can manage cookie usage through your browser settings. The help function in your preferred browser should provide you with the correct information. Some browsers provide helpful cookie guides:

- Chrome
- Firefox
- Internet Explorer
- Safari for Mac
- Opera

Alternatively, <http://www.allaboutcookies.org> provides advice on how to do this, and further information on cookies and how to manage them.

N.B. In the case of some mobile devices, it may be necessary to consult the device's instruction manual to manage cookies effectively.

More information

- [All about cookies](#)
- [Cookies and Google Analytics](#)
- [Information Commissioner's Office \(ICO\)](#)