



Cookie Policy

What are cookies?

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, as well as to provide information to the owners of the site. The table below explains the cookies we use and why.

What do we need to do to comply?

The Privacy and Electronic Communications Regulations (PECR), which sit alongside the Data Protection Act and the GDPR say we must:

- tell people the cookies are there;
- explain what the cookies are doing and why; and
- get the person’s consent to store a cookie on their device.

What information must we give users?

PECR do not set out exactly what information we must provide or how we should provide it – this is up to us. The only requirement is that it must be “clear and comprehensive” information about our purposes. We must explain the way the cookies (or other similar technologies) work and what we use them for, and the explanation must be clear and easily available. Users must be able to understand the potential consequences of allowing the cookies.

The table below explains the cookies we use and why.

Source	Name of the cookie	Purpose
Cloudflare	__cfduid	This cookie is set by a third-party web application firewall, Cloudflare, to help maintain the security and performance of our website.
Google Analytics	_ga _gat _gid _gcl_au	These cookies are used to collect information about how visitors use our website. We use the information to compile reports and to help us improve the website. The cookies collect information in a way that does not directly identify anyone, including the number of visitors to the website and blog, where visitors have come to the website from and the pages they visited.

Google DoubleClick	IDE	This cookie stores information about how a visitor uses our website and any other advertisement before visiting our website. This is used to present visitors with ads that are relevant to them according to the visitor profile.
Hotjar	_hjid _hjIncludedInSample	Hotjar allows us to visualise how visitors engage with our site. Hotjar uses interactive heatmaps of their clicks and actions, recordings of their sessions, and gathering of their words from survey and feedback polls to help us build a strong, data-backed understanding of what exactly people are using our site for, and how they're using it.
LinkedIn	lang lidc UserMatchHistory bcookie bscookie li_sugr lissc	These cookies are set by LinkedIn to enable you to share our content with your peers or networks. They are also used to promote our services on LinkedIn based upon your visit to our website.
YouTube	VISITOR_INFO1_LIVE YSC GPS	We embed videos from our official YouTube channel using YouTube's privacy-enhanced mode. This mode may set cookies on your computer once you click on the YouTube video player, but YouTube will not store personally identifiable cookie information for playbacks of embedded videos using the privacy-enhanced mode.

How do I change my cookie settings?

Most web browsers allow some control of most cookies through the browser settings.

Find out how to manage cookies on popular browsers:

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

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

To opt out of being tracked by Google Analytics across all websites, visit <https://tools.google.com/dlpage/gaoptout>.