

Cookie Policy

INFORMATION ABOUT OUR USE OF COOKIES

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. By continuing to browse the site, you are agreeing to our use of cookies.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

Cookies are typically categorised as follows:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
- **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. 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 visitors when they return to a website and enable the personalisation of content, such as the choice of language and region.
- **Targeting cookies.** These cookies are used to make the website and the links followed more relevant to the interests of the visitor.

We do use social media sharing buttons in order to make it easier for you to follow our content via your social media pages. These buttons are third party cookies which are placed on your device when you visit our site. Even without you clicking on the relevant sharing button, these sites are aware that you have visited our site and may use this information when building their profile of you and deciding what advertisements you might like to see. You should check the respective policies for each of these social networks to see how exactly they use your personal data. This process does not involve us collecting or storing any of your personal data ourselves.

You can find more information about the individual cookies that we use and the purposes for which we use them in the table below:

Cookie	Purpose	More information
Microsoft own security cookies	Used for authenticating the current user. Strictly necessary cookie.	Middleware that enables an application to use cookie based authentication,

		similar to ASP.NET's forms authentication.
_ga	This cookie name is associated with Google Universal Analytics, which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is used in each page request in a site and used to calculate visitor session and campaign data for the site's analytics report. This is an analytical cookie. The data gathered will be shared with SEMrush to generate further web analytics, allowing us to understand how users engage with our website.	
_gat	This cookie name is associated with Google Universal Analytics. According to documentation it is used to throttle the request rate, limiting the collection of data on high traffic sites. This is an analytical cookie. The data gathered will be shared with SEMrush to generate further web analytics, allowing us to understand how users engage with our website.	
_gid	This cookie name is associated with Google Universal Analytics. This appears to store and update a unique value for each page visited. This is an analytical cookie. The data gathered will be shared with SEMrush to generate further web analytics, allowing us to understand how users engage with our website.	

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

Except for essential cookies, all cookies will expire after **14 days**.