

## Introduction

Like many other websites, our website uses cookies. One of the reasons we use cookies is to help us analyse how customers use our site and the success of our marketing campaigns. This means we can make informed decisions about improvements to the site and get a good understanding of the kind of content our customers like to read.

Cookies are small text files placed on your computer when you visit our site. While they allow us to see patterns in customer behaviour, they do not allow us to identify you specifically. No personal data is gathered about you.

When you visit our site, you will be briefly informed of what cookies are and how you can manage them. You will also be made aware that if you continue to use the site you are agreeing to the use of cookies. If you choose to disable the cookies, the majority of the site will work as normal. However without information on how people use our site, it is harder for us to make improvements and tailor our service to your needs.

## What Cookies We Use

### Session Cookies

These cookies are essential for the website to function and will be set regardless of whether you allow other cookies. These cookies are not stored on your computer and will be deleted when you close your web browser.

### Functionality Cookies

The functionality cookies that we use allow us to monitor patterns of traffic on our website, accurately measure the success of our marketing campaigns and allow you to interact with social media while on our site.

Our cookies are as follows:

\_ga used to distinguish users - expire after 2 years

\_gat used to throttle request rate - expire after 1 minute

\_gid used to distinguish users - expire after 24 hours

### More Information About Cookies

To learn more about cookies, including how to manage them and how they affect your online activities, please visit [www.aboutcookies.org](http://www.aboutcookies.org)

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

The Internet Advertising Bureau website (Your Online Choices) which you can visit at [www.youronlinechoices.com/uk/](http://www.youronlinechoices.com/uk/) allows you to install opt-out cookies across different advertising networks.

It is noted however that blocking cookies may, on occasion, reduce the functionality of a website or prevent access, depending on the browser options that are selected.