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## COOKIE POLICY

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.

We use the following cookies:

- **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.
- **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 you when you return to our website. This enables us to personalise our content for you and remember your preferences (for example, your choice of language or region).
- **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. We may also share this information with third parties for this purpose.

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

Cookie	Name	Purpose	Expiry
Cloudflare load balancing	__cfduid	This cookie is used to identify individual clients behind a shared IP address and apply security settings on a per-client basis. For example, if the visitor is in a coffee shop where there are a bunch of infected machines, but the specific visitor's machine is trusted (e.g. because they've completed a challenge within your Challenge Passage period), the cookie allows us to identify that client and not challenge them again. It does not correspond to any user ID in your web application and does store any personally identifiable information.	1 year
Cookie notification	cookie_msg	Cookie warning message cookie	Never
Eloqua Business Marketing platform	ELQSTATUS	We use this cookie to recognise unique visitors to our business pages and to track the pages you visit. This helps us show you things you'll find useful. This cookie doesn't contain any personal information about you.	2 Years

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Cookie	Name	Purpose	Expiry
Eloqua Business Marketing platform	ELOQUA	If you click on a web link in a business email from us, or fill out one of our business web forms, we add the information to your contact record or create a new contact record if we don't already have your details on our database. We associate this record with the Eloqua cookie.	2 Years
Google analytics	_gat	Used to manage the rate at which page view requests are made	10 mins
Google analytics	_ga	This helps us count how many people visit our site by tracking if you've visited before	2 Years
Google analytics	_gid	Visitor ID data used to distinguish visitors.	24 hours
LinkedIn Ad Platform	tchHistory	LinkedIn insight and ad tags	7 months
LinkedIn Ad Platform	BizoID	LinkedIn insight and ad tags	Session
LinkedIn Ad Platform	lang	LinkedIn insight and ad tags	6 months
LinkedIn sharing	lidc	Used for routing 1 day Share buttons and ad tags	24 hour
LinkedIn sharing	bcookie	Browser ID cookie 1 year Share buttons and ad tags	1 year
Server load balancing	sprod-spck	Todo our with hosting, local load balancing	Session
Server load balancing	NSC_[TOKEN]	Todo our with hosting, local load balancing	Session
SharePoint login	FedAuth	Sign in for CMS, provided by Microsoft	Session
SharePoint Login	FedAuth1	Sign in for CMS, provided by Microsoft	Session
Sitefinity CMS	sf_timezoneoffset	Stores the value of the UTC time zone offset for the particular user, that is, the timezone difference between UTC and the user's local time, in minutes. This cookie is stored only for logged in users.	Session
Sitefinity CMS	ASP.NET_Session Id	Contains information about the browser session and enables visitors to log into the website. Session	Session

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<b>Cookie</b>	<b>Name</b>	<b>Purpose</b>	<b>Expiry</b>
Sitefinity CMS	sfExpPages_[TOKEN]	Saves the key of the node expanded in the backend.	1 year
Sitefinity CMS	sf_site	In multisite environment, remembers the ID of the current site.	2 years

Please note that third parties (including, for example, social networks, advertising networks and providers of external services like web traffic analysis services) may also use cookies, web beacons or other methods of gathering information, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

You can 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. You can find more information [here](#).

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