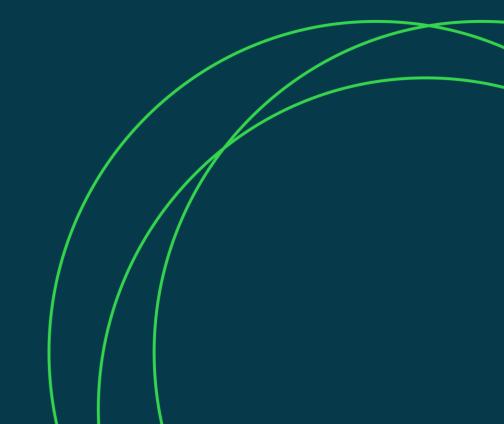# Cookies Policy

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Cookies Policy

Cookie List

A cookie is a small piece of data (text file) that a website – when visited by a user – asks your browser to store on your device in order to remember information about you, such as your language preference or login information. Those cookies are set by us and called first-party cookies. We also use third-party cookies – which are cookies from a domain different than the domain of the website you are visiting – for our analytics and marketing efforts. More specifically, we use cookies and other tracking technologies for the following purposes:

- Functionality within the site – these cookies make the site work correctly
- Analytics – these cookies help us understand how people navigate the site and which content is most/least viewed
- Assistance tools - these cookies allow us to provide assistance to site visitors via various services

Functional Cookies

These cookies enable the website to provide enhanced functionality and personalisation. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies then some or all of these services may not function properly.

Recite Me

- Recite.Persist - This cookie is used when the Assistive Toolbar is launched and allows the toolbar to persist across subsequent web pages on the website
- Recite.Preferences - This cookie is used when the Assistive Toolbar is launched and allows user-selected settings to auto-load on subsequent web pages on the website
- Country-code - This cookie is used to store the country of the user and display localized content
- CloudFlare _cfuvid - This cookie is used for rate limiting and distinguishes individual users who share the same IP address
- CloudFlare __cf_bm - This cookie is used to help manage incoming traffic that matches criteria associated with bots

Strictly Necessary Cookies

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.

CivicUK

- "civic_*", Allows the visitor to accept or reject non essential cookies via the cookie consent tool

Umbraco

- UMB_PREVIEW – Allows a previewed page to act as a published page only on the browser which has initialized previewing
- UMB-WEBSITE-PREVIEW-ACCEPT – Client-side cookie that determines whether the user has accepted to be in Preview Mode when visiting the website
- umb_installId – Used to store the Umbraco software installer id.
- UMB_UPDCHK – Enables your system to check for the Umbraco software updates
- UMB-XSRF-V – Used to store the backoffice antiforgery token validation value.
- TwoFactorRememberBrowser – Default authentication type used for storing that 2FA is not needed on next login
- UMB_SESSION – Preserves the visitor's session state across page requests.

Performance Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance.

Google – various cookies to record page use within the site, and navigation within the site. These cookies help the owners of the website to understand the way the site is used and informs future changes to improve the user experience.

- "_ga", Identifies unique users on a domain and lasts for two years. It generates statistical data on how visitors use the website
- "_ga*", Identifies unique users on a domain and lasts for two years. It generates statistical data on how visitors use the website
- "_gid", Distinguishes users for 24 hours. It stores information on how visitors use a website, including the number of visitors, their source, and the pages they visit
- "_gat", Limits the number of user requests and lasts for one minute. It throttles the request rate, which limits the collection of data on high traffic sites. If Google Analytics is deployed via Google Tag Manager, this cookie will be named dc_gtm
- "__utma", Stores the number of visits made from the users' device, the time of the first visit, the previous visit, and the current visit
- "__utmt", calculate site speed
- "__utmb", calculate new sessions/visits. It is updated with each page view
- "__utmc", detect if a new visit to the site occurs (30 minutes of inactivity counted as a new visit)
- "__utmz", a permanent cookie that is used to measure traffic sources and navigation on the site
- "__utmv", User-defined variable cookies that can last for two years
- Microsoft - various cookies to record page use within the site, and navigation within the site. These cookies help the owners of the website to understand the way the site is used and informs future changes to improve the user experience.
- "_clck", A cookie that persists a user's Clarity User ID and preferences on a browser
- "_clsk", A cookie used by Microsoft Clarity to combine multiple page views into a single session recording
- "SRM_B", A cookie that identifies unique web browsers visiting Microsoft sites. It's used for advertising, site analytics, and other operational purposes
- "SM", A cookie used to synchronize the MUID across Microsoft domains
- "MUID", A cookie set by Bing to recognize unique web browsers visiting Microsoft sites. It's used for advertising, site analytics, and other operations
- "MR", A cookie set by Bing to collect user information for analytics purposes. It's also used to reset or refresh the MUID cookie
- "CLID", A cookie that identifies the first time Clarity saw a user on any site using Clarity
- "ANONCHK", A cookie set by Bing to store a user's session ID and verify clicks from ads on the Bing search engine. It's also used for reporting and personalisation