

COOKIE POLICY

What Is a Cookie?

"Cookies" are small text files that may be placed on your computer or mobile device by websites that you visit. Cookies are widely used to enable websites to work more efficiently and they may contain data related to the function or delivery of the site, or they may allow a website to “remember” your actions or preferences over a period of time.

Why Do We Use Cookies?

We use cookies for a variety of reasons that are detailed below, such as essential operations, site navigation and to improve your experience when you visit our website. Additionally, we use cookies for analysing visitor numbers and behaviour on our webpages, and to provide you with specific content such as videos on our website.

What Types of Cookies Do We Use?

We use both first party and third party cookies on our website.

First party and third party cookies

Cookies can be set by the owner of the website (first party cookies) or in some cases by third party service providers, who the website owner allows to present information, run content or provide other functionality on the website, such as analytics (third party cookies).

First party and third party cookies may also be session or persistent cookies.

Session Cookies

Session cookies recognise users when they visit a website, so any page changes or selections are remembered. Session cookies are temporary and expire when the user closes the browser or logs out.

Examples of session cookies: Adobe Site Catalyst and At Check set by Adobe Experience Cloud.

Persistent Cookies

Persistent cookies remain for a set period of time on users’ computers after the end of a browsing session and therefore remember preferences or actions of users when they revisit the site.

Examples of persistent cookies: Google Ads and Google Analytics set by Google

What Categories of Cookies Do We Use On Our Website?

There are four categories of cookie:

Essential cookies (Strictly necessary)

These cookies are essential to make the website function. They enable a user to move around and use the website's basic features, provide access to the secure areas of the website, and display its basic content. A user cannot opt out of these.

Name	Provider	Purpose	Expiry
^s_cc\$	Adobe Inc	Adobe Site Catalyst cookie, determines whether cookies enabled in the browser	Session
MIMTermsAccepted	MetLife	Cookie is set when user accepts terms and conditions of the site	1 Year
osano_consentmanager	Osano	Stores the user's current consent status.	1 year
osano_consentmanager_uuid	Osano	Stores the user's unique consent identifier.	1 year

Analytics cookies

These cookies are not essential to the functioning of the website and enable us to measure and analyse how customers use our site, where they access it from, and how long they spend on each page. The information that we collect on our site's users allows us to improve the way we present content to you and the functionality of the website. You can accept or decline analytics cookies using the pop-up cookie banner the first time you visit our website.

Name	Provider	Purpose	Expiry
_cs_mk	Content Square	This cookie is used for Adobe integrations.	Session
^_gd.*	Google LLC	Associated with Google Analytics.	24 hours
^s_ac\$	Adobe Inc	Helps determine the correct domain to set AppMeasurement cookies. Contains the static value ""1"". Once this cookie is set, it is deleted immediately.	Immediate
^s_fid\$	Adobe Inc	Set by Adobe Analytics as a 'fallback' visitor identifier. It contains a randomly generated, unique id.	2 Years
^s_gpv\$	Adobe Inc	Used to store the previous value of a variable for tracking purposes in Adobe Analytics.	30 minutes
^s_ppv\$	Adobe Inc	Set by Adobe Site Catalyst	Session
^s_sq\$	Adobe Inc	Set by Adobe Site Catalyst to store information about the previous link clicked within the site	Session
AMCV_	Adobe Inc	Set by Adobe Marketing Cloud. It stores a unique visitor identifier and uses an organisation identifier to allow a company to track users across their domains and services	2 years
AMCVS_	Adobe Inc	Set by Adobe Marketing Cloud. It stores a unique visitor identifier and uses an organisation identifier to allow a company to track users across their domains and services	2 years
tp?	Adobe Inc	Stored by Adobe Analytics	Session

Personalisation cookies (functional or site customisation)

These cookies record information about the choices you have made (such as your username, language, or the region you are in). They also make it possible to adapt the website to your needs and provide enhanced and more personal features.

Name	Provider	Purpose	Expiry
^LPSID-.*	LivePerson Inc	Enables online chat functionality with site visitors	Session
^LPVID\$	LivePerson Inc	Enables website owners to add online chat functionality to communicate directly with visitors	1 Year
lpTestCookie*	LivePerson Inc	This cookie is used only for testing whether the browser supports cookies	Session

Marketing cookies (Targeted Advertising)

These cookies allow us to deliver more relevant advertisements. They may also be used to limit the number of times you see an advertisement, as well as help measure the effectiveness of an advertising campaign. The cookies are usually placed on the page with the website operator's permission. Websites do not need cookies of this category to function.

Name	Provider	Purpose	Expiry
^_gcl_ag\$	Google LLC	Placed by Google Ads for analytics and advertising.	90 days
^_gcl_au\$	Google LLC	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services	1 Year
^_gcl_aw\$	Google LLC	Stores ad click information so that conversions can be attributed outside the landing page.	90 days
^_gcl_dc\$	Google LLC	Associated with Google Campaign Manager.	90 days
^_gcl_gs\$	Google LLC	Placed by Google Ads for analytics and advertising.	90 days
^aam_uuid\$	Adobe Inc	Set by Adobe Audience Manager to assign a unique ID when users visits a website.	1 Month
^li_adsId\$	LinkedIn Corporation	This cookie is used to track user interactions with LinkedIn ads, facilitating conversion tracking and optimizing ad targeting. It stores a pseudonymous identifier to support these functions.	1 Year

Name

The name of the cookie

Classification

The type of cookie

Provider

The source that is providing the cookie

Purpose

Description of the purpose of the cookies

Duration

When the cookie is set to expire

Consent to Cookies

With the exception of essential cookies which are strictly necessary for the site to operate, we will only set cookies on your computer, phone or device after obtaining your consent.

How do I change my Cookie setting?

You may object to the installation of cookies (apart from the essential ones) by setting your preferences in the cookies pop-up banner. You can then adjust the available sliders to 'On' or 'Off' and/or change them via the cookie preference bar, which you can access by clicking on the cookie widget at the bottom right corner of the page.

Alternatively, you can choose whether you wish to accept cookies or not in your browser. Different browsers make different controls available to you and so we provide links below to popular manufacturers' instructions on how you can do this. Generally, your browser will offer you the choice to accept, refuse or delete cookies at all times, including those from providers that website owners use (third party cookies) or those from specific websites.

[Google Chrome](#)

[Mozilla Firefox](#)

[Microsoft Internet Explorer](#)

[Microsoft Edge](#)

[Apple Safari](#)

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