**Cookie Policy**

Effective date: June 7, 2023

This cookie policy explains what cookies are, how we use them and what benefits they allow while using our website. This is to be read alongside our privacy policy which can be found here and explains how we use personal information.

If you do not accept our use of cookies please disable them following our guidance below.

 **What are 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. 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.

Although this notice refers to the general term ‘cookie’, it also applies to similar tracking technologies that we may use, such as ‘web beacons’, ‘clear GIFs’ and ‘pixel tags’.

You can find out more about cookies at [www.allaboutcookies.org](http://www.allaboutcookies.org/).

 **We use cookies to:**

* Understand and save user's preferences for future visits.
* Keep track of advertisements.
* Compile aggregate data about site traffic and site interactions in order to offer better site experiences and tools in the future. We may also use trusted third-party services that track this information on our behalf.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser settings. Since each browser is a little different, look at your browser's Help Menu to learn the correct way to modify your cookies.

If you turn cookies off, some of the features that make your site journey more efficient may not function properly. It will not affect the user's experience that makes your site experience more efficient and may not function properly.

 **What cookies do we use on our website?**

We may use the following cookies from time to time:

Essential cookies. These are cookies that are required for the operation of our website.

Analytical/performance cookies. These 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, greet you by name 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 and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

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

Our site uses two types of cookies, session and persistent. Session cookies are only stored during your active session with us, upon closing your browser these will be removed from your system. Persistent cookies have a specified lifespan and are not removed from your system upon closing your browser and are kept for future visits.

 **Turning cookies off/changing your cookie settings**

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.

You may opt-out of Google’s analytics cookies by visiting Google’s opt-out page - https://tools.google.com/dlpage/gaoptout.

 **Analytics**

We may use third-party Service Providers to monitor and analyze the use of our Service.

Google Analytics. Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network. You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js and dc.js) from sharing information with Google Analytics about visits activity. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: https://policies.google.com/privacy?hl=en

Like many websites, we use Google Analytics to allow us to anonymously track page views across our site, and provide site statistics. These cookies are persistent, and once added to your computer unless removed by yourself, will not be deleted until the end of their lifespan.

More information can be found here: <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage#cookiesSet>.