

1. Cookie Policy

1.1. 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.

1.2. We use the following cookies:

- **Analytical/performance:** They allow us to recognise and count the number of visitors to our website 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.

We use a suite of applications provided by Google (who are based outside the EU) including Google Analytics, Google Optimise, Google AdWords and Google TagManager which use cookies to collect Technical and Usage Data about your visit to our website.

- **Functionality:** These are used to recognise you when you return to our website so for example, you are not asked to consent to us using cookies each time you visit us.
- **Targeting and remarketing:** 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.

1.3. For the avoidance of doubt, cookies collected from our public websites are anonymised and do not contain personal data that can be traced to an individual.

1.4. 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 are likely to be analytical performance or targeting cookies.

1.5. You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. Further, Google has developed a browser add-on to allow users to opt-out of Google Analytics across all websites and Facebook allows you to change your behavioural ads preference. However, please note that 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.