Cookies Policy

This website uses cookies and similar technologies (such as beacons and pixels).

You can read more information about cookies and how they work at All About Cookies.org and information about how online advertising works at Your Online Choices (these are third party websites that do not control).

The cookies used by our website fall into the following categories:

- **Strictly necessary cookies:** required for the effective and secure use of our website:
- **Analytical cookies** used to recognise when you visit our website and how you interact with it so that we can improve the way our website works
- **Functionality cookies:** used to recognise when you visit our website so that we can personalise our content for you and remember your preferences
- **Targeting cookies:** used to ensure that the advertising displayed on our website is more relevant to you and your interests

We are required to obtain your consent to all cookies except those that are strictly necessary. You will be asked to confirm your consent when you first visit our website and you can change your cookie settings for our website at any time. Alternatively, you can clear cookies after you visit our website, use a tracking blocker such as Privacy Badger or, for the analytical cookies stored by Google, install the Google Analytics opt-out extension.

If you block or restrict cookies, you may not be able to use certain features of our website.

The specific cookies and other technologies used by our website are as follows:

Cookie	Type	Duration	Further details
_cfduid	Strictly necessary	1 year	Used by the CloudFlare performance and security service to identify trusted web traffic. This cookie does not contain any personal data. See CloudFlare Privacy & Security Policy.
wfvt_string	Strictly necessary	30 minutes	Used by the WordFence security plugin to track the

			duration of your visit to our website so that page views can be grouped together.
wordfence_verifiedHuman	Strictly necessary	24 hours	Used by the WordFence security plugin to check whether a visitor is human or a bot that could damage our website and to distinguish between website administrators and other visitors.
redux_blast	Functionality	72 hours	Used by the theme of our website to ensure that our website appears in the most optimal way for your device.
redux_update_check	Functionality	1 hour	Used by the theme of our website to check whether the theme has been updated and the website needs to be optimised for your device.
_ga	Analytical	2 years	Used to distinguish you from other visitors to our website. See Google Privacy Policy.
_gid	Analytical	24 hours	Used by Google Universal Analytics to identify new visits to our website.

_gat	Analytical	1 minute	Used by Google Universal Analytics to throttle the request rate.
_gac	Analytical	90 days	Used by Google AdWords to track conversions to our website from online advertisements.
NID	Functionality	6 months	Used by Google to remember language and search preferences.
csrftoken	Strictly necessary	1 year	Used by the registration area of our website to prevent cross-site request forgery (CSRF) attacks.
sessionid	Strictly necessary	2 weeks	Used by the registration area of our website to create a unique user session.
django_language	Functionality	1 year	Used by the registration area of our website to remember your language preferences.
vuid	Analytics	2 years	Used by the Vimeo video platform to track views of individual videos. See [Vimeo Privacy Policy](#).
put#, rpb, rpx	Targeting	29 days	Used by the Rubicon Project online advertising platform to deliver advertising that is relevant to you.

			According to Rubicon Project, this does not collect personal data, however you can [opt-out](#) of this tracking. See [Rubicon Project Privacy Policy](#).
test_cookie	Strictly necessary	End of session	Used by Google by Doubleclick to check whether your browser supports the use of cookies.
heateorSsBrowserMsg	Functionality	Persistent	This is a local shared object (LSO) which is used by the Heateor plugin to display social media feeds on our website and enable social sharing.
Typekit	Functionality	Persistent	This is an embedded script which is used by Adobe Typekit to track which websites are using licensed Typekit fonts, diagnose delivery and download issues and pay font foundries. See [Adobe Privacy Policy](#) and [Adobe Typekit Policy](#).

Lead Forensics

Our website runs a script which is used by the LeadForensics marketing tool to identify the businesses that our website visitors work for by matching the IP address of the device used

by you to visit our website with a database of company IP addresses. Optionally, we may use Lead Forensics to obtain contact details (limited to first name, last name, email address and LinkedIn profile URL) about key decision-makers within a business, based on information that is available publicly. See Lead Forensics [Software Data Compliance Statement](#) and [Privacy Policy](#).

Facebook Connect, Impressions and Social Graph

We use a number of tools provided by Facebook to enable visitors to sign into Facebook through our website (Facebook Connect), track the number of times a Facebook advertisement is displayed on our website and visits to pages on our website with the Facebook login button (Facebook Impressions) and learn more about you and your connections (Facebook Social Graph). See [Facebook and Privacy](#).

We may choose to embed videos from our YouTube using YouTube's privacy-enhanced mode. This mode may set cookies on your computer once you click on the YouTube video player, but YouTube will not store personally-identifiable cookie information for playbacks of embedded videos using the privacy-enhanced mode.