

## COOKIES POLICY

Please read this cookie policy carefully as it contains important information on who we are and how we use cookies on our Services. This policy should be read together with our Privacy Policy which set out who we are, how to contact us, what data is collected, how and why we collect, store, use and share personal information generally, as well as your rights in relation to your personal information and details of how to contact us and supervisory authorities if you have a complaint.

### 1. COOKIES

A cookie is a small text file which is placed onto your device (e.g. your smartphone or other electronic device) when you use our Services. When we use cookies on our Services, you will always be informed by a pop-up within the Services.

Cookies help us to recognise you and your device and allow us to store some information about your preferences or past actions, including your location data (for more information, please see our Privacy Policy).

For example, we may monitor how many times you use our Services, which parts of the Services you go to, location data. This information helps us to understand use of the Services by our users. Some of this data will be aggregated or statistical, which means that we will not be able to identify you individually.

For further information on our use of cookies, including a detailed list of your information which we and others may collect through cookies, please see below.

For further information on cookies generally, including how to control and manage them, visit the guidance on cookies published by the UK Information Commissioner's Office, [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

### 2. CONSENT TO USE COOKIES

We will ask for your consent to place cookies or other similar technologies on your device, except where they are essential for us to provide you with a service that you have requested (e.g. to allow you to remain logged-in to the Services as you navigate within the Services and use the Services functionalities).

### 3. OUR USE OF COOKIES

The table below provides more information about the cookies we use and why:

The cookies we use	Name	Purpose	Whether cookie is essential for us to provide you with a service that you have requested and whether we will seek your consent before we place the cookie
Google Analytics	<i>_ga</i>	The <i>_ga</i> cookie, installed by Google Analytics, calculates visitor, session and campaign data and also keeps track of site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors. This cookie will last for 2 years.	Not essential, therefore we will request your consent before placing this cookie.

The cookies we use	Name	Purpose	Whether cookie is essential for us to provide you with a service that you have requested and whether we will seek your consent before we place the cookie
Google Analytics	<i>_gid</i>	Installed by Google Analytics, <i>_gid</i> cookie stores information on how visitors use a website, while also creating an analytics report of the website's performance. Some of the data that are collected include the number of visitors, their source, and the pages they visit anonymously. This cookie will last for 1 day.	Not essential, therefore we will request your consent before placing this cookie.
Google Analytics	<i>_gat_UA-244045396-1</i>	A variation of the <i>_gat</i> cookie set by Google Analytics and Google Tag Manager to allow website owners to track visitor behaviour and measure site performance. The pattern element in the name contains the unique identity number of the account or website it relates to. This cookie will remain for 1 minute.	Not essential, therefore we will request your consent before placing this cookie.
Google Analytics	<i>_ga_TWSHX3MRX0</i>	This cookie is installed by Google Analytics. This cookie will remain for 2 years.	Not essential, therefore we will request your consent before placing this cookie.
Facebook Pixel	<i>_fbp</i>	Advertisements This cookie is set by Facebook to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising, after visiting the website.	Not essential, therefore we will request your consent before placing this cookie.
Klaviyo	<i>__kla_id</i>	Performance Cookie set to track when someone clicks through a Klaviyo email to a website.	Not essential, therefore we will request your consent before placing this cookie.

#### 4. HOW TO TURN OFF ALL COOKIES AND CONSEQUENCES OF DOING SO

If you do not want to accept any cookies, you may be able to change your device settings so that cookies (including those which are essential to the services requested) are not accepted. If you do this, please be aware that you may lose some of the functionality of our Services and of other Services you use on your device. For further information about cookies and how to disable them please go to the guidance on cookies published by the UK Information Commissioner's Office, [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

5. **CHANGES TO THIS POLICY**

This policy was published on 05/10/2022 and last updated on 05/10/2022. We may change this cookies policy from time to time, when we do we will inform you via the Services or by sending an email to the email address you provided when you signed up to the Services.