

Cookie Policy

Summary

We use cookies for the following purposes:

- **Strictly necessary cookies** are cookies that are required for the operation of our site.
- **Functionality cookies** are used to recognise you when you return to our site. This enables us to personalise our content for you and remember your preferences.
- **Analytical/performance cookies** allow us to recognise and count the number of visitors and to see how visitors move around our site when they are using it. This helps us to improve the way our site works, for example by ensuring that users are finding what they are looking for easily. We use [Google Analytics](#) for this purpose. Click on the links to find out more.

If you do not consent to us storing cookies in your browser:

- You can click the button in the banner at the top of the page on our website to tell us you decline cookies.
- You can remove them from your device if you wish via your browser.
- You can change your browser settings so that it either blocks cookies altogether or asks you if you would like to accept them from some websites.
- Some of our cookies are essential for our site to work properly (the interactive parts, such as enquiry and contact forms).

More detailed information

What is a cookie?

- A cookie is a small text file that our website places and stores in the browser on your device.
- Cookies contain a combination of letters and numbers which identifies each visitor to our website as a unique user.
- Cookies do not contain any personal information about the visitor, so in that sense they are anonymous, but they do allow the website to recognise you when you re-visit it.
- Cookies are not programmable and cannot carry viruses or other malware.

How we use cookies

We use three types of cookies:

1. Strictly necessary cookies;
2. Functionality cookies;
3. Analytical/performance cookies.

1. Strictly necessary cookies

These are used to:

- Make our website easier for you to use by enabling you to move around it;
- Help stop automated programs from abusing our online forms to send spam;
- Remember your choice of whether you accept or decline cookies.

These cookies do not gather data which could be used to market to you or track your internet usage.

If you disable cookies, the parts that rely on them will not work correctly. These are the interactive parts of the site: enquiry forms, contact forms etc.

2. Functionality cookies

These are used to:

- Distinguish you from other users of our website;
- Remember your preferences, and personalise our content for you (where such functionality is present on our website).

3. Analytical/performance cookies

- a. These are used to monitor how each part of our website is used and how users navigate through it. This helps us identify trends and improve the site.
- b. These cookies only collect anonymous data - no data is gathered which could identify you, unless you complete one of the interactive forms on this site. If you choose to provide identifying information in this way, we will be able to build up a profile of you. We will only use such profile data in accordance with our privacy policy.
- c. We use two programs to track usage: **Google Analytics**, and **HubSpot**. We have set out below a brief summary of what these programs do but you can find out more about the way they use cookies by clicking on the links below.
- d. [Google Analytics](#) is the industry standard way of tracking visits to websites.

- e. Together, these programs use cookies to help us find out:
- how many people visit our site;
 - how they got to it;
 - which pages and parts are most popular;
 - how long people spend in each area; and
 - what information people are searching for.

Further information

The internet industry body, the Internet Advertising Bureau, has set up a website to provide information and advice on cookies: www.youronlinechoices.com/uk. Another source which gives information about how to delete and control cookies is www.aboutcookies.org