Cookie Policy

This Cookie Policy describes the different types of Cookies and similar technologies that we use on our website.

What is a Cookie?

Cookies are small files of letters and numbers that are downloaded onto your computer or mobile or other handheld device when you access certain websites. These text files can be read by these websites and help to identify you when you return to a website. Cookies can be 'persistent' or 'session' Cookies. Persistent Cookies remain on your computer after your browser is closed, while session Cookies are deleted automatically once you close your browser.

What Cookies do we use?

We use Cookies to help us understand how people use our website, so that we can keep improving the online experience of our visitors. For example, we may remember you have visited us before, customize elements of the website, and collect anonymous statistical information about you and how you use the website, including how long you have spent on the site and from where you have come to the website.

Our website uses 'third party Cookies' set by reputable companies we work with to help analyze how our website is used and help deliver relevant advertisements to you when you are online.

Some of the Cookies we commonly use are listed in the following charts. The charts are not an exhaustive list, but are intended to illustrate some of the reasons we set Cookies. If you visit one of our web sites, the site may set some or all of the following Cookies:

Essential Website Cookies

These Cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, sharing content on social media or filling out forms.

Categories	Cookies (Lifespan)

OneTrust
Enables the Cookie
compliance solution from
OneTrust.
OneTrust Privacy Policy

- OptanonConsent (365 Days)
- OptanonAlertBoxClosed (365 Days)

AddThis
Enables visitors to share
content with a range of
networking and sharing
platforms.
AddThis Privacy Policy
Opt Out

- __atuvc (394 Days)
- __atuvs (< 1 Days)

Marketo Munchkin
Enables Marketo forms functionality.
Marketo Privacy Policy
OptOut

- BIGipServerabjweb-nginx-app_https (Session)

WPML
It stores a language value for the website.
WPML Privacy Policy
Opt Out

- _icl_current_language (< 1 Days)

Cloudflare
Is used to identify individual clients behind a shared IP address and apply security settings on a per-client basis.
Cloudflare Privacy Policy ‣ __cfduid (364 Days)

cookielaw.org ‣ __utma (89 Days)
Performance and Analytics Cookies

These Cookies help us analyze how you use our website, and improve the way it works so we can deliver the best possible experience.

Categories	Cookies (Lifespan)

Google Analytics See Google Analytics section below. Google Analytics Privacy Policy Opt out	• _gat_Client (< 1 Days) • _gat_UA48039851 (< 1 Days) • _gid (< 1 Days) • _ga (729 Days) • _gat_UA-1408411-1 (< 1 Days) • _gat (< 1 Days)
linkedin.com Automatically completes data fields with user's Linkedin information if signed in with Linkedin. LinkedIn Cookie Policy Opt out	• lidc (< 1 Days) • lang (Session) • bscookie (345 Days) • UserMatchHistory (29 Days) • visit (345 Days) • bcookie (160 Days) • __utma (159 Days) • __utmv (159 Days) • JSESSIONID (Session)

Drift
Identifies traffic as anonymous.
Tracks actions within a browser
section.
[Drift Privacy Policy](#)
[Opt out](#)

- driftt_sid (< 1 Days)
- driftt_aid (730 Days)
- DFTT_END_USER_PREV_BOOTSTRAPPED (730 Days)

ir.pros.com
Used to determine your browser
preferences.
[PROS Privacy Policy](#)

- bpazaws52gukakzc__ctrl0_ctl02_list_ctl11_systemcaptcha (Session)
- bpazaws52gukakzc__ctrl0_ctl39_uccaptcha (Session)
- bpazaws52gukakzc__ctrl0_ctl69_uccaptcha (Session)
- JSESSIONID (Session)

Connect.pros.com
Used to determine your browser
preferences.
[PROS Privacy Policy](#)

- BrowserId (59 Days)
- HTML_VisitCountCookie (Session)
- has_js (Session)

Uberflip
This Cookie is used in
conjunction with Uberflip's
Website privacy features to
remember your website
preferences.
Uberflip Cookie Policy

- uf_privacy_prefs (364 Days)
- ufentry (< 1 Days)
- uiState (Session)
- pdf_event (364 Days)
- _MGZ_ (Session)

Bizible

- _BUID (365 Days)
- _biz_uid (365 Days)
- _biz_sid (365 Days)
- _biz_pendingA (365 Days)
- _biz_nA (365 Days)
- _biz_flagsA (1 Days)

crazyegg.com

- AWSELB (Session)
- __cfduid (364 Days)

Targeting and Advertising Cookies

These Cookies collect information about your activities on our website and other sites to provide you targeted advertising which is more engaging and relevant. This information helps to place you in a market segment and is collected in relation to a unique ID. It does not include your personal information, but may include information about the city and country you are in, the name of your service provider, or the type of device you are using.

Categories	Cookies (Lifespan)
Marketo Munchkin Analyzes browsing activity across sites to establish user profile. Marketo Privacy Policy OptOut	• __d_mkto (< 1 Days) • _mkto_trk (364 Days) • BIGipServerabjweb-nginx-app_https (Session) • __cfduid (364 Days) • BIGipServerabjweb_mch_https (Session)
ads.linkedin.com Performance and optimization of Linkedin advertising. LinkedIn Cookie Policy Opt out	• BizoID (29 Days) • lang (Session)

addthis.com
Anonymously tracks user behaviour on the websites that allow a user to share pages on social media using the AddThis tool. AddThis log the anonymous use to generate usage trends to improve the relevance of their services and advertising. Enables visitors to share content with a range of networking and sharing platforms.
AddThis Privacy Policy
Opt Out

- loc (394 Days)
- xtc (394 Days)
- uvc (394 Days)

google.co.uk
This domain is owned by Google Inc and is the company's UK oriented search site. Although Google is primarily known as a search engine, the company provides a diverse range of products and services. Its main source of revenue however is advertising. Google tracks users extensively both through its own products and sites, and the numerous technologies embedded into many millions of websites around the world. It uses the data gathered from most of these services to profile the interests of web users and sell advertising space to organisations based on such interest profiles as well as aligning adverts to the content on the pages where its customer's adverts appear.

Google Privacy Policy   PREF (273 Days)

everesttech.net
This Cookie is used in our Resources center
(https://resources.pros.com). This domain is
owned by Adobe. The main business activity is:
Advertising.
Adobe Privacy Policy

- everest_g_v2 (364 Days)

eyeota.net
These Cookies are used in our Resources
center (https://resources.pros.com). This
domain is owned by Eyeota, a global company
specialising in audience data to enable
targeting of advertising based on visitor
profiling.
Eyeota Privacy Policy

- ONPLFTRH (Session)
- mako_uid (364 Days)

- rlas3 (2914860 Days)
rlcdn.com
- pxrc (2914860 Days)

adform.net
These Cookies are used in our Resources center (https://resources.pros.com). This domain is owned by Adform. The main business activity is: Real time bidding for display advertising to targeted audiences.
[Adform Privacy Policy](#)   uid (728 Days)

google.co.uk   PREF (2915045 Days)

demdex.net
These Cookies are used in our Resources center (https://resources.pros.com). This domain is owned by Adobe - Audience Manager. The main business activity is: Online profiling for targeted marketing This Cookie helps Adobe Audience Manger perform basic functions such as visitor identification, ID synchronization, segmentation, modeling, reporting, etc.
Adobe Privacy Policy

- demdex (179 Days)
- dpm (179 Days)

creative-serving.com

- tuuid_lu (389 Days)
- tuuid (389 Days)

company-target.com

- iuuid (729 Days)
- tuuid (729 Days)

YouTube.com

YouTube is a Google owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites. Most likely used for demographic profiling and targeting for advertising.

[AddThis Privacy Policy](#)

- SID (728 Days)
- HSID (728 Days)
- VISITOR_INFO1_LIVE (179 Days)
- APISID (728 Days)
- SSID (728 Days)
- SAPISID (728 Days)
- GPS (1 Days)
- YSC (Session)

ads.avocet.io

This Cookie is used in our Resources center (https://resources.pros.com). Avocet is a progressive platform for buying digital display media to change behaviour and drive revenue in the real world.

[Avocet Privacy Policy](#)

- uuid (364 Days)

ml314.com	• u (< 1 Days) • tp (2914860 Days) • pi (365 Days)
mathtag.com These Cookies are used in our Resources center (https://resources.pros.com). This domain is owned by MediaMath Inc. a US based digital advertising business. <u>MediaMath Privacy Policy</u>	• uuidc (392 Days) • uuid (392 Days)
doubleclick.net	• IDE (2914860 Days) • id (159 Days)
bidr.io	• bito (2914860 Days) • checkForPermission (2914860 Days)

bluekai.com
These Cookies are used in our Resources center (https://resources.pros.com). This domain is owned by Blue Kai. The main business activity is: Advertising/Audience Targeting
Oracle Privacy Policy

- bku (179 Days)
- bkdc (179 Days)
- bkpa (179 Days)

TheTradeDesk
These Cookies are used in our Resources center (https://resources.pros.com). This domain is owned by TheTradeDesk. The main business activity is: Ad Serving Platform .
TheTradeDesk Privacy Policy

- TDID (365 Days)
- TDCPM (365 Days)

youtube.com	• SID (2915045 Days) • HSID (2915045 Days) • demographics (2915045 Days) • VISITOR_INFO1_LIVE (179 Days) • APISID (2915045 Days) • LOGIN_INFO (2915045 Days) • GPS (< 1 Days) • SSID (2915045 Days) • YSC (Session) • SAPISID (2915045 Days)
sharethis.com	• __stid (2915045 Days)

taboola.com This Cookie is used in our Resources center (https://resources.pros.com). This domain is owned by Taboola Inc, a USA based company with multi-national presence. It provides tageted native advertising services. [Taboola Privacy Policy](#)	• t_gid (364 Days)
eyeota.net	• mako_uid (2914860 Days)
adnxs.com This Cookie is used in our Resources center (https://resources.pros.com). This domain is owned by AppNexus Inc. The company provides a range of online advertising technology and services. [AppNexus Privacy Policy](#)	• uuid2 (89 Days)

google.com	• APISID (159 Days) • SSID (159 Days) • SID (159 Days) • SAPISID (159 Days) • HSID (159 Days)
ml314.com These Cookies are used in our Resources center (https://resources.pros.com). This domain is connected to a company called Bombora, a USA based audience targeting and intelligence business. Bombora Privacy Policy	• u (1 Days) • tp (13 Days) • pi (364 Days)
exelator.com	• ud (119 Days) • EE (119 Days)

lijit.com
This Cookie is used in our Resources center (https://resources.pros.com). This domain is owned by Federated Media Publishing. The main business activity is: Advertising.
Lijit Privacy Policy

- ljt_reader (364 Days)
- _ljtrtb_5031 (364 Days)

in.ml314.com
This Cookie is used in our Resources center (https://resources.pros.com). This domain is connected to a company called Bombora, a USA based audience targeting and intelligence business. The main purpose of Cookies set by this host is: Targeting/Advertising.
Bombora Privacy Policy

- AWSELB (< 1 Days)

turn.com This Cookie is used in our Resources center (https://resources.pros.com). This domain is owned by Turn. The main business activity is: Marketing and Data Management Platform provider.	• uid (174 Days)
crwdcntrl.net	• _cc_cc (269 Days) • _cc_id (2914860 Days) • _cc_dc (2914860 Days) • _cc_aud (269 Days)
adform.net	• uid (2915045 Days)
m.youtube.com	• LOGIN_INFO (2915045 Days)

rfihub.com These Cookies are used in our Resources center (https://resources.pros.com). This domain is owned by Rocketfuel. The main business activity is: Advertising. Rocketfuel This Privacy Policy	• rud (389 Days) • eud (389 Days) • ruds (Session)
Google AdWords / DoubleClick Connects the activity of our website with the Google Adwords advertising network and the Doubleclick Cookie. Google Ads Privacy Policy Opt Out	• dc (Session) • _gcl_au (89 Days) • IDE (364 Days)
weborama.fr	• AFFICHE_W (92 Days)

w55c.net
This Cookie is used in our Resources center (https://resources.pros.com). This domain is owned by Dataxu. The main business activity is: Advertising.
Dataxu Privacy Policy

- wfivefivec (394 Days)

ads.creative-serving.com

- tuuid (2914860 Days)

crwdcntrl.net
These Cookies are used in our Resources center (https://resources.pros.com). This domain is owned by Lotame. The main business activity is: Data Management Platform - Targeting /Advertising.
crwdcntrl.net Privacy Policy

- _cc_cc (269 Days)
- _cc_aud (269 Days)

Do not track

Our website does not respond to Do Not Track signals, but we do not track your activities once you leave our website. You may disable certain tracking (e.g., by removing Cookies).

Google Analytics

We use Google Analytics on our web site. Google Analytics is a web analytics service provided by Google that uses Cookies to help us analyze how users use our web site. The information generated by the Cookies about your use of our web site will be transmitted to and stored by Google on servers in the United States. On our behalf, Google will use this information to evaluate your use of our web site, compile reports on web site activity and provide other services relating to web site activity. In addition, we may use the information Google collects about your use of our web site for marketing purposes.

We have enabled Google's IP Masking, which means that Google will truncate the last octet of the IP address for users in the EEA. Only in exceptional cases will the full IP address be sent to and shortened by Google servers in the United States. Google will not associate your IP address with any other data held by Google.

Google has developed the Google Analytics opt-out browser add-on for the Google Analytics JavaScript (ga.js, analytics.js, dc.js). You can prevent Google's collection and use of the data it collects as defined in its policy by downloading and installing this browser plug-in: https://tools.google.com/dlpage/gaoptout?hl=en-GB. For more information about Google Analytics Cookies, please see Google's help pages (https://support.google.com/analytics/answer/6004245) and privacy policy (https://www.google.com/intl/en/policies/privacy/).

How to Manage Cookies

Most web browsers automatically accept Cookies. Unless you have adjusted your browser settings so that it will refuse Cookies, Cookies will be set when you access our website. By using and browsing our website, you consent to Cookies being used in accordance with this Cookie Policy. If you do not consent, you must either disable Cookies or refrain from using our website.

You can block Cookies by using the opt-out links provided in the tables above, or by changing your browser settings so that Cookies from our website cannot be placed on your computer or mobile device. Information on enabling or disabling Cookies can be found on your Internet browser provider's website via your help screen.

Further information about Cookies, including how to see what Cookies have been set on your device and how to manage and delete them, is available at www.allaboutcookies.org and www.youronlinechoices.eu.