COOKIE POLICY

Our website uses cookies to distinguish you from other users of our website.

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.

By using the website you consent to the usage of data captured by the use of cookies. Cookies allow us to do multiple things to enhance and improve your browsing experience on our website. If you wish to turn off cookies, please adjust your browser settings. Our website will continue to function without cookies.

We use cookies to track visitors to our website; these details are in no way personal or identifiable details and will never be shared. Our cookies are for the sole purpose of improving the performance of our website for you, the user; this includes allowing us to geo-target our users, to make websites more personal and relevant to you.

We use the following cookies:

Strictly necessary cookies.

These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.

Analytical or performance cookies.

These allow us to recognise and count the number of visitors 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.

Functionality cookies.

These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

Targeting cookies.

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. We may also share this information with third parties for this purpose.
Please note that the following third parties may also use cookies, over which we have no control. These named third parties may include, for example, advertising networks and providers of external services like web traffic analysis services. These third party cookies are likely to be analytical cookies or performance cookies or targeting cookies: Google Analytics

Page views, source and time spent on website are part of the user website activities information we can see with this cookie. This information cannot be tracked back to any individuals as it is displayed as depersonalised numbers; this is in order to help protect your privacy whilst using our website.
Using Google Analytics we can take account of which content is popular, helping us to provide you with reading and viewing materials which you will enjoy and find useful in the future.

We also use Google Analytics Remarketing cookies to display adverts on third party websites to our past site users, based on their past visits. The data we collect will only be used in accordance with our own privacy policy and Google's privacy policy.

Should you not wish for your website visits to be recorded by Google Analytics, you are able to opt-out with the addition of a browser add-on: Google Analytics Opt-out Browser Add-on:

Google Analytics Advertiser

We use Google Analytics Advertiser Features, which helps us to better understand site visitors, via anonymised data. This can include collecting information from:

- Google Display Network Impression Reporting
- DoubleClick Platform integrations
- Google Analytics Demographics and Interest Reporting
- Remarketing with Google Analytics

This information is collected via Google advertising cookies and anonymous identifiers, in addition to data collected through the standard Google Analytics implementation. It allows us to understand what type of users visit the site, which then allows us to improve the website's offerings for a better user experience.

Google AdWords

We use Google AdWords to see which pages led to our users submitting contact forms to us, which allows us to create a more effective marketing campaign, and make better use of our paid search budget.

DoubleClick

We use DoubleClick cookies and remarketing codes on our website to record user activity. The information we collect allows us to create targeted advertising in future work and across Google's network of partners.

Website Optimiser

Our website optimiser uses cookies to remember your search history. The information collected is anonymous and not personally identifiable, and allows us to generate more relevant results for your searches in the future.

Call Tracking

We use Call Tracking to set dynamic phone numbers on our site. These help us identify how you found the website when you call us and allows us to identify the source that you used to find the website. It gives a better idea of our users' requirements and lets us tailor our advertising methods in the future. If you phone us, your call may be recorded for training and quality purposes.

Visitor Tracking

We often record and monitor user's behaviour around a website to analyse how we can improve its performance.

To deactivate the use of third party advertising cookies, you may visit the consumer page to manage the use of these types of cookies by pressing the "Privacy & Cookies Policy" button at the bottom of any page on our website.

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, 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 website.

Except for essential cookies, all cookies will expire after 2 years.