

## Google Analytics & Cookies

### Google Analytics

Like millions of other websites we use Google Analytics on this website.

Google Analytics is software that stores non-identifiable data about our visitors to help us make better decisions about how we structure the site and present information to you.

### What does Google Analytics record?

- What website you came from to get here.
- How long you stay for.
- What kind of device you're using.
- And quite a bit more about how you navigate and use the site.

We use Google Analytics to measure how users interact with the site to improve performance and functionality. This includes limited information from the Google Display network which provides anonymous aggregated data which may include gender and general interests information. These can be used by us and our web developer, Media Links Online Ltd., to better understand our visitors and improve the performance of the site to better suit your needs (for example so we can analyse performance and develop appropriate on-site offers for products and our services)

We do not use any of the anonymous aggregated data to retarget you on other sites or with personalised advertising outside of this site

If you wish to know more about what Google Display Ad Services, only some of which are used and then only within this site you can [read more about Google advertising technologies](#)

Or you can [watch a video explaining how Google uses cookies](#).

If you wish to change what information is used for measuring your interaction with the site then you can edit your settings on what is included and tracked by [editing Google Display ad tracking for your Google account](#)

If you want to opt out of all Google Analytics tracking you can alter the settings on your browser to block or implement any no-follow functionality it may provide. Please be aware this impacts your Google account as a whole so this may impair your Search experience with Google and deliver less appropriate results, as your previous search history and interaction with any advertising will not be used to tailor location, search results or advertising that you see to your interests.

To make this opt-out simpler [Google provide a tool for their Chrome browser and most leading browsers](#).

If you wish to adjust your consumer opt-out preferences for other members of the Network Advertising Initiative, to adjust settings for other companies besides Google you can [edit your preferences for other companies here](#).

Please note these are third party tools and we cannot ensure the functionality of these opt-out tools with your browser and personal settings.

## What do we do with your data?

We do **not** merge personally-identifiable information (for example information from any orders placed with us) with non-personally identifiable information collected through any Google advertising product or analytics feature.

We take your privacy seriously and we will not combine any anonymised data with order information in future without providing clear notice of the intent to introduce this, in advance and with the User's prior affirmative (i.e. opt-in) consent to that merger.

We do request personal information such as your name, your email address (if you opt to provide your personal email address). We need to collect this information during the purchase process to communicate with you and to deliver to you our products. You are under no obligation to provide any personal data if you don't want to, so once this information is used we will delete it if you have chosen to opt out.

We also use personal information for purposes of administering and expanding our business activities, providing customer service and making available other products and services to our customers and prospective customers. Occasionally, we may also use the information we collect to notify you about important changes to our web site, new services and special offers we think you will find valuable. If you choose to opt out of receiving any such communications from us, please let us know by email and we will respect your decision.

We also collect aggregate information from all web site visitors. This aggregate data is used to customise our web content to deliver a better experience for our users and will in no way personally identify you. We only get average anonymised statistics and do not disclose or share this data with third parties – except of course Google who are the ones who provide this data. The tracking information allows us to better understand the kind of people who come to the site and what content they're consuming. This helps us to make better decisions about products, design and content.

All of this activity falls within the bounds of the [Google Analytics Terms of Service](#).

All of this activity falls within the bounds of the [Google Analytics Terms of Service](#).

## Use of Cookies

Cookies are pieces of information that a website transfers to an individual's hard drive for record-keeping purposes. Cookies make web-surfing easier for you by saving your preferences while you're at our site. The use of cookies is an industry standard - you will find them at most major web sites.

Cookie	Name	Purpose	More information
Google Analytics	<ul style="list-style-type: none"><li>• _utma</li><li>• _utmb</li><li>• _utmc</li><li>• _utmz</li></ul>	<b>These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an</b>	<a href="#">Click here for an overview of privacy at Google</a>

		<p><b>anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.</b></p> <p><b>We may also use anonymous identifiers which tracks users whenever they interact with our site. This may include the browser they are using and the operating system in use.</b></p> <p><b>To provide website visitors the ability to prevent their data from being used by Google Analytics you can download an 'opt-out' tool from <a href="#">here</a></b></p>	
<p><b>ASP Session</b></p>	<ul style="list-style-type: none"> <li>• ASP.NET_SessionId</li> </ul>	<p><b>This cookie is used to record that users have viewed the website. This cookie expires when you close your browser.</b></p>	<p><a href="#"><u>Visit the Microsoft website</u></a></p>
<p><b>AddThis jQuery Plugin</b></p>	<ul style="list-style-type: none"> <li>• loc</li> <li>• Coyote-2-a0f0083</li> <li>• bt</li> <li>• ana_svc</li> <li>• phpbb3_* and style_cookie</li> <li>• __utm*</li> <li>• uid/uit</li> <li>• psc</li> <li>• gi/dt</li> </ul>	<p>These cookies perform various roles;</p> <ul style="list-style-type: none"> <li>• <b>loc</b> - geolocation cookie which records the approximate location of a user.</li> <li>• <b>Coyote</b> - Load balancer cookie</li> <li>• <b>bt</b> - Behaviour Targeting cookie</li> </ul>	<p><a href="#"><u>Visit the AddThis Website</u></a></p>

	<ul style="list-style-type: none"> <li>• ssh/sshs</li> </ul>	<ul style="list-style-type: none"> <li>• <b>ana_svc</b> - a real-time service cookie</li> <li>• <b>phpbb3_* and style_cookie</b> - set by support forum software.</li> <li>• <b>_utm*</b> - Google analytics tracking</li> <li>• <b>uid/uit</b> - User ID and login time tracking</li> <li>• <b>psc</b> - View counter cookie.</li> <li>• <b>di/dt</b> - Date tracking cookies; used for determining expiration of other cookies.</li> <li>• <b>ssh/sshs</b> - Service share history used for configuring preferred services.</li> </ul>	
<b>jQuery UI</b>	<ul style="list-style-type: none"> <li>• ui-tabs-1</li> <li>• ui-tabs-2</li> </ul>	<p>These cookies are used to enhance your experience when browsing a site. They remember which tabs you last looked at and takes you to them when you return. This cookie expires after 24 hours.</p>	<a href="#"><u>jQuery UI Cookie Implementation</u></a>

By showing how and when visitors use a website, cookies help companies see which areas are popular and which are not. Many improvements and updates to the site are based on such data as total number of visitors and pages viewed and this information is most easily tracked with cookies. We use cookies to better understand and improve areas of the website that our users find valuable. While both of these activities depend on the use of a "cookie," visitors to our web site always have the option of disabling cookies via their browser preferences.

Most browsers are initially set up to accept cookies. You can reset your browser to refuse all cookies or indicate when a cookie is being sent. However, note that some parts of the web site may not function properly or may be considerably slower if you refuse cookies.