

Cookie Policy

Last updated: October 2026

1. What are cookies?

Cookies are small text files that are placed on your device (such as a computer or mobile phone) when you browse websites. They are widely used to make websites work or perform more effectively. They help us to distinguish you from other visitors.

They also help us to customise our web pages by remembering your preferences, such as font size. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser settings to decline cookies if you prefer (see section 7 below).

2. How and why do we use them?

We use cookies and similar technologies to operate our website, maintain its security, remember your preferences and understand how visitors interact with the website. Depending on the technology and its purpose, we may use the information collected to improve the performance, functionality and usability of our website.

Some of these technologies are necessary for the website to operate or provide functionality you request. Others will only be used where we have obtained your consent or where another applicable legal exception applies.

3. Storage and sharing of cookies.

Our cookies do not collect or store information such as your name or address, but they do store your device's IP address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access this website which counts as your personal data. Some of this data is collected by third parties, as explained in section 9.

4. What types of cookies do we use?

The following types of cookies are used on our website:

Strictly Necessary Cookies

These cookies and similar technologies are essential for the operation, security or functionality of the website or to provide a service you have requested. Where the strictly necessary exception applies, your consent is not required.

Analytics and Statistical Cookies

These technologies help us understand how visitors use our website, including how

visitors interact with particular pages and features. We use this information to monitor and improve the performance and usability of our website. Depending on how these technologies are used and whether an applicable legal exception applies, we will obtain your consent where required.

Functionality and Preference Cookies

These technologies enable the website to remember choices or preferences and provide enhanced functionality. Depending on their purpose and how they are used, they may be used with your consent or where an applicable legal exception applies.

Other Non-Essential Cookies

Where we use cookies or similar technologies for purposes that are not covered by an applicable legal exception, they will only be used with your consent. Cookies may be session cookies, which generally expire when you close your browser, or persistent cookies, which remain on your device for a specified period or until deleted. The duration of the cookies used on our website is set out below.

Cookie

Type

Function

Expiry

_lfa

Analytics

This cookie is set by the provider Leadfeeder to identify the IP address of devices visiting the website, to retarget multiple users routing from the same IP address.

1 year

_hjAbsoluteSessionInProgress

Analytics

Hotjar sets this cookie to detect a user's first pageview session, which is a True/False flag set by the cookie.

30 minutes

lidc

Functional

LinkedIn sets the lidc cookie to facilitate data centre selection.

1 day

UserMatchHistory

Advertising/Marketing

LinkedIn sets this cookie for LinkedIn Ads ID syncing.

1 month

li_gc

Functional

LinkedIn sets this cookie for storing visitors' consent regarding using cookies for non-essential purposes.

6 months

CLID

Analytics

Microsoft Clarity sets this cookie to store information about how visitors interact with the website. The cookie helps to provide an analysis report. The data collection includes the number of visitors, where they visit the website, and the pages visited.

1 year

_gcl_au

Advertising/Marketing

Google Tag Manager sets the cookie to measure advertisement efficiency of websites using their services.

3 months

hjSessionUser

Analytics

Hotjar sets this cookie to hold current session data, so that later requests in the same session are attributed to the same session.

1 year

_hjFirstSeen

Analytics

Hotjar sets this cookie to identify a new user's first session. It stores the true/false value, indicating whether it was the first time Hotjar saw this user.

30 minutes

hjSession

Analytics

Hotjar sets this cookie to ensure data from subsequent visits to the same site is attributed to the same user ID, which persists in the Hotjar User ID, which is unique to that site.

30 minutes

_clck

Analytics

Microsoft Clarity sets this cookie to retain the browser's Clarity User ID and settings exclusive to that website. This guarantees that actions taken during subsequent visits to the same website will be linked to the same user ID.

1 year

_ga

Analytics

Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.

2 years

ln_or

Analytics

LinkedIn sets this cookie to register statistical data on users' behaviour on the website for internal analytics.

1 day

_clsk

Analytics

Microsoft Clarity sets this cookie to store and consolidate a user's pageviews into a single session recording.

1 day

AnalyticsSyncHistory

Analytics

LinkedIn sets this cookie to store information about the time a sync took place with the lms_analytics cookie.

1 month

_fbp

Advertising

Facebook sets this cookie to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising after visiting the website.

3 months

MR

Analytics

This cookie, set by Bing, is used to collect user information for analytics purposes.

7 days

SM

Analytics

Microsoft Clarity sets this cookie for synchronising the MUID across Microsoft domains.

Session

CONSENT

Necessary/Consent Management

YouTube sets this cookie to store the visitor's consent choices for embedded videos.

2 years

SRM_B

Advertising/Marketing

Used by Microsoft Advertising as a unique ID for visitors.

1 year

test_cookie

Advertising/Marketing

doubleclick.net sets this cookie to determine if the user's browser supports cookies.

15 minutes

li_sugr

Advertising/Marketing

LinkedIn sets this cookie to collect user behaviour data to optimise the website and make advertisements on the website more relevant.

3 months

bcookie

Functional

LinkedIn sets this cookie from LinkedIn share buttons and ad tags to recognise browser IDs.

1 year

bscookie

Advertising/Marketing

LinkedIn sets this cookie to store performed actions on the website.

1 year

MUID

Advertising/Marketing

Bing sets this cookie to recognise unique web browsers visiting Microsoft sites. This cookie is used for advertising, site analytics, and other operations.

1 year

ANONCHK

Advertising/Marketing

The ANONCHK cookie, set by Bing, is used to store a user's session ID and verify ad clicks on the Bing search engine. The cookie helps in reporting and personalisation as well.

10 minutes

YSC

Analytics

YouTube sets this cookie to track the views of embedded videos on YouTube pages.

Session

VISITOR_INFO1_LIVE

Advertising/Marketing

YouTube sets this cookie to measure bandwidth, determining whether the user gets the new or old player interface.

6 months

IDE

Advertising/Marketing

Google DoubleClick IDE cookies store information about how the user uses the website to present them with relevant ads according to the user profile.

1 year

yt-remote-device-id

Functional

YouTube sets this cookie to store the user's video preferences using embedded YouTube videos.

Persistent

yt.innertube::requests

Advertising/Marketing

YouTube sets this cookie to register a unique ID to store data on what videos from YouTube the user has seen.

Persistent

yt-remote-connected-devices

Functional

YouTube sets this cookie to store the user's video preferences using embedded YouTube videos.

Persistent

fr

Advertising/Marketing

Facebook sets this cookie to show relevant advertisements by tracking user behaviour across the web, on sites with Facebook pixel or Facebook social plugin.

3 months

5. Other Web Tools

As well as cookies we use other tools (Microsoft Clarity, Google Tag Manager, Semrush, Leadfeeder) on our website. These are used in addition to the cookies above which allow us to collect information about you and your browsing activity on our website.

This information is used to allow us to have a better understanding of the services and information on our website which are of use to our visitors.

6. Managing Your Cookie Preferences

When you first visit our website, you will be given the opportunity to manage your cookie preferences through our cookie consent banner. Where consent is required, you can choose whether to accept or reject the relevant categories of cookies.

You can change or withdraw your consent at any time by accessing the cookie settings available on our website. Withdrawing your consent will not affect the lawfulness of any processing carried out before your consent was withdrawn.

Websites which are linked to us may also be using cookies. If you have any concerns, you should contact the third-party website for more information.

7. How can I change my cookie settings on my web browser?

Please ensure that your computer settings reflect whether you are happy to accept cookies or not. You can set your browser to warn you before accepting cookies, or you can simply set it to refuse them, although you may not have access to all the features of the website if you do so. Your browser's help section will advise how you can do this.

Please remember that if you use several different computers or other devices, you will need to ensure that each device's browser is adjusted to suit your cookie preferences.

8. Helpful links

To opt out of being tracked by Google Analytics on all websites go to Google tools.

For more information on the legislation regarding cookies, see the Information Commissioners Office's website at [ICO.org.uk](https://ico.org.uk).

For users residing in the UAE, cookie data is handled in accordance with the **UAE Protection of Personal Data Law (PDPL)**. Inquiries or complaints regarding cookie compliance can be directed to the **UAE Data Office**, managed administratively through the [Telecommunications and Digital Government Regulatory Authority \(TDRA\)](#).

For useful information on cookies, visit AboutCookies.org. This will open in a new window. Please note that we can't be responsible for the content of external websites.

9. Third-Party Cookies

Some cookies and similar technologies used on our website are provided by third parties, for example in connection with analytics, embedded content, advertising or other website functionality.

These third parties may process information collected through their technologies in accordance with their own privacy and cookie policies. Further information about the third-party technologies used on our website is provided in the cookie table above.

We use Google Analytics to analyse the use of our website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers.

The information generated relating to our website is used to create reports about the use of the site. Google will store and use this information. Google's privacy policy is available at [Google policy page](#). To opt out of being tracked by Google Analytics on all websites go to [Google tools](#).

10. Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes to the technologies we use, our practices or applicable legal requirements. Any changes will be published on this page, and the "Last updated" date will be revised accordingly.