

What is a Cookie?

"Cookies" are small text files that may be placed on your computer or mobile device by websites that you visit. Cookies are widely used to enable websites to work more efficiently and they may contain data related to the function or delivery of the site, or they may allow a website to "remember" your actions or preferences over a period of time.

Why do we use Cookies?

We use cookies for a variety of reasons that are detailed below, such as essential operations, site navigation and to improve your experience when you visit our website. Additionally, we use cookies for analysing visitor numbers and behaviour on our webpages, and to provide you with specific content such as videos on our website.

What types of Cookie do we use?

First Party and Third Party Cookies

We use both first party and third party cookies on our website.

Cookies can be set by the owner of the website (first party cookies) or in some cases by third party service providers, who the website owner allows to present information, run content or provide other functionality on the website, such as analytics (third party cookies).

First party and third party cookies may also be session or persistent cookies.

Session Cookies

Session cookies recognise users when they visit a website, so any page changes or selections are remembered. Session cookies are temporary and expire when the user closes the browser or logs out.

Examples of session cookies: Adobe Site Catalyst and At Check set by Adobe Experience Cloud.

Persistent Cookies

Persistent cookies remain for a set period of time on users' computers after the end of a browsing session and therefore remember preferences or actions of users when they revisit the site.

Examples of persistent cookies: Google Analytics by Google, Tagtician Firstload by Adobe Launch and DTM.

What categories of Cookie do we use on our website?

There are four categories of cookie:

Essential Cookies (Strictly Necessary)

These cookies are essential to make the website function. They enable a user to move around and use the website's basic features, provide access to the secure areas of the website, and display its basic content. A user cannot opt out of these.

Examples of essential cookies: Osano Consent Manager and Osano Consent Manager Update.

Analytics Cookies

These cookies are not essential to the functioning of the website and enable us to measure and analyse how customers use our site, where they access it from, and how long they spend on each page. The information that we collect on our site's users allows us to improve the way we present content to you and the functionality of the website. You can accept or decline analytics cookies using the pop-up cookie banner the first time you visit our website.

Examples of analytics cookies: Demdex by Adobe Audience Manager and Adobe Cloud Marketing by Adobe Experience Cloud.

Marketing Cookies (advertising)

These cookies allow us to deliver more relevant advertisements. They may also be used to limit the number of times you see an advertisement, as well as help measure the effectiveness of an advertising campaign. The cookies are usually placed on the page with the website operator's permission. Websites do not need cookies of this category to function.

An example of a marketing cookie (advertising): Personalization Id by Twitter.

Personalisation Cookies (functional or site customisation)

These cookies record information about the choices you have made (such as your username, language, or the region you are in). They also make it possible to adapt the website to your needs and provide enhanced and more personal features.

Examples of a personalisation cookies: Mbox by Adobe and SiteCatalyst.

The table below explains the cookies we use and why

Name	Classification	Provider	Purpose	Expiry
_ga	ANALYTICS	Google LLC	Associated with Google Universal Analytics to distinguish unique users by assigning a randomly generated number as a client identifier.	2 Years
_gat_UA-.*	ANALYTICS	Google LLC	Set by Google Analytics to identity the number of the account or website it relates to.	1 minute
_gid	ANALYTICS	Google LLC	Associated with Google Universal Analytics to distinguish unique users by assigning a randomly generated number as a client identifier.	24 Hours
aam_uuid	ANALYTICS	Adobe Inc	Set by Adobe Audience Manager to assign a unique ID when users visit a website.	30-365 days
Adobe_MarketingCloudID	ANALYTICS	Adobe Inc	Set by Adobe Experience Cloud to denote Specific Marketing ID.	Persistent
alicoReferral	ESSENTIAL	Metlife	Improves your website experience by enabling website features. For example, this cookie makes it possible to return to the correct page when you click on the “back” button.	Session

AMCV_.*	ANALYTICS	Adobe Inc	Set by Adobe Marketing Cloud. It stores a unique visitor identifier and uses an organisation identifier to allow a company to track users across their domains and services.	2 years
AMCVS_.*	ANALYTICS	Adobe Inc	Set by Adobe Marketing Cloud. It stores a unique visitor identifier and uses an organisation identifier to allow a company to track users across their domains and services.	2 years
at_check	ANALYTICS	Adobe Inc	This cookie is set by Adobe Expereince Cloud and is based on if the visitor support cookies or not.	Session
demdex	ANALYTICS	Adobe Inc	Set by Adobe Audience Manger to perform basic functions such as visitor identification, ID synchronization, segmentation, modeling, reporting, etc.	180 days
dextp	ANALYTICS	Adobe Inc	Set by Adobe Audience manager to record the last time it made a data synchronization call.	180 days
mbox	PERSONALIZATION	Adobe Inc	Set by Adobe SiteCatalyst for measuring the performance of page content using A/B split testing.	2 years
Sat_track	ANALYTICS	Adobe Inc	Used to ensure EU compliance for Adobe Analytics.	Session

s_cc	ANALYTICS	Adobe Inc	Adobe Site Catalyst cookie, determines whether cookies are enabled in the browser. Set by Adobe Analytics as a 'fallback' visitor identifier. It contains a randomly generated, unique id.	Session
s_fid	ANALYTICS	Adobe Inc	Set by Adobe Site Catalyst.	2 years
s_ppv	ANALYTICS	Adobe Inc	Set by Adobe Site Catalyst to store information about the previous link clicked within the site.	Session
s_sq	ANALYTICS	Adobe Inc	Set by Adobe to calculate the percentage of page viewed by the visitor.	Session
tp	ANALYTICS	Adobe Inc		

Classification

The type of cookie

Name

The name of the cookie

Provider

The source that is providing the cookie

Purpose

Description of the purpose of the cookies

Duration

When the cookie is set to expire

Consent to Cookies

With the exception of essential cookies which are strictly necessary for the site to operate, we will only set cookies on your computer, phone or device after obtaining your consent.

How do I change my Cookie setting?

You may object to the installation of cookies (apart from the essential ones) by setting your preferences in the cookies pop-up banner. You can then adjust the available sliders to 'On' or 'Off' and/or change them via the cookie preference bar, which you can access by clicking on the cookie widget at the bottom right corner of the page.

Alternatively, you can choose whether you wish to accept cookies or not in your browser.

Different browsers make different controls available to you and so we provide links below to popular manufacturers' instructions on how you can do this. Generally, your browser will offer you the choice to accept, refuse or delete cookies at all times, including those from providers that website owners use (third party cookies) or those from specific websites.

[Google Chrome](#)

[Mozilla Firefox](#)

[Microsoft Internet Explorer](#)

[Microsoft Edge](#)

[Apple Safari](#)

To opt out of being tracked across all websites by Google analytics please visit:

<http://tools.google.com/dlpage/gaoptout>

To find information relating to other browsers please visit their developer's website.

This Cookie Policy forms part of our overall [Privacy Policy](#).