



## COOKIE POLICY



Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

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.

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.]

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie declaration last updated on 11/12/2019 by Cookiebot:

#### NECESSARY (8)

Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

NAME	PROVIDER	PURPOSE	EXPIRY	TYPE
__cfduid [x2]	cookiebot.zendesk.com zdassets.com	Used by the content network, Cloudflare, to identify trusted web traffic.	1 year	HTTP Cookie
__cfuid	cookiebot.zendesk.com	This cookie is a part of the services provided by Cloudflare - Including load-balancing, deliverance of website content and serving DNS connection for website operators.	Session	HTTP Cookie
__RequestVerificationToken	cookiebot.com	Helps prevent Cross-Site Request Forgery (CSRF) attacks.	Session	HTTP Cookie



NAME	PROVIDER	PURPOSE	EXPIRY	TYPE
ASP.NET_SessionId	cookiebot.com	Preserves the visitor's session state across page requests.	Session	HTTP Cookie
ASPXAUTH	cookiebot.com	Identifies the user and allows authentication to the server	Session	HTTP Cookie
CookieConsent	cookiebot.com	Stores the user's cookie consent state for the current domain	1 year	HTTP Cookie
ZD-suid	cookiebot.com	Unique id that identifies the user's session.	Persistent	HTML Local Storage

### PREFERENCES (3)

Preference cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region that you are in.

NAME	PROVIDER	PURPOSE	EXPIRY	TYPE
userlang	cookiebot.com	Remembers the user's selected language version of a website	1 year	HTTP Cookie
ZD-settings	cookiebot.com	Arbitrary and anonymous settings for the user's preferences when browsing a Zendesk knowledge base.	Persistent	HTML Local Storage
ZD-store	cookiebot.com	Registers whether the self-service-assistant Zendesk Answer Bot has been displayed to the website user.	Persistent	HTML Local Storage

### STATISTICS (5)

Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.

NAME	PROVIDER	PURPOSE	EXPIRY	TYPE
_ga	cookiebot.com	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years	HTTP Cookie
_gid	cookiebot.com	Registers a unique ID that is used to generate statistical data on how the	1 day	HTTP Cookie



NAME	PROVIDER	PURPOSE	EXPIRY	TYPE
		visitor uses the website.		
collect	google-analytics.com	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	Session	Pixel Tracker
ZD-buid	cookiebot.com	Unique id that identifies the user on recurring visits.	Persistent	HTML Local Storage
ZD-currentTime	cookiebot.com	Registers the date and time for the user's latest visit to the website.	Session	HTML Local Storage

**MARKETING (16)**

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers.

NAME	PROVIDER	PURPOSE	EXPIRY	TYPE
_fbp	cookiebot.com	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months	HTTP Cookie
fr	facebook.com	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months	HTTP Cookie
GPS	youtube.com	Registers a unique ID on mobile devices to enable tracking based on geographical GPS location.	1 day	HTTP Cookie
IDE	doubleclick.net	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.	1 year	HTTP Cookie
pagead/1p-user-list/#	google.com	Unclassified	Session	Pixel Tracker



NAME	PROVIDER	PURPOSE	EXPIRY	TYPE
PREF	youtube.com	Registers a unique ID that is used by Google to keep statistics of how the visitor uses YouTube videos across different websites.	8 months	HTTP Cookie
test_cookie	doubleclick.net	Used to check if the user's browser supports cookies.	1 day	HTTP Cookie
tr	facebook.com	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Session	Pixel Tracker
VISITOR_INFO1_LIVE	youtube.com	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.	179 days	HTTP Cookie
YSC	youtube.com	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Session	HTTP Cookie
yt-remote-cast-installed	youtube.com	Stores the user's video player preferences using embedded YouTube video	Session	HTML Local Storage
yt-remote-connected-devices	youtube.com	Stores the user's video player preferences using embedded YouTube video	Persistent	HTML Local Storage
yt-remote-device-id	youtube.com	Stores the user's video player preferences using embedded YouTube video	Persistent	HTML Local Storage
yt-remote-fast-check-period	youtube.com	Stores the user's video player preferences using embedded YouTube video	Session	HTML Local Storage
yt-remote-session-app	youtube.com	Stores the user's video player preferences using embedded YouTube video	Session	HTML Local Storage
yt-remote-session-name	youtube.com	Stores the user's video player preferences using embedded YouTube video	Session	HTML Local Storage