



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 text file which is placed onto your computer (or other electronic device) when you access our website.

We use cookies on this website to:

- recognise you whenever you visit this website (this speeds up your access to the website as you do not have to log in each time);
- obtain information about your preferences, online movements and use of the internet;
- carry out research and statistical analysis to help improve our content, products and services and to help us better understand our visitor requirements and interests;
- target our marketing and advertising campaigns more effectively by providing interest-based advertisements that are personalised to your interests; and
- make your online experience more efficient and enjoyable.

The information we obtain from our use of cookies will not usually contain your personal data. Although we may obtain information about your computer or other electronic device such as your IP address, your browser and/or other internet log information, this will not usually identify you personally. In certain circumstances we may collect personal information about you—but only where you voluntarily provide it (eg by completing an online form).

We use the following types of cookies:

- Strictly necessary cookies. These are cookies that are required for the operation of our website.
- 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.
- Apart from in the case of strictly necessary cookies, we will need your consent in order to use cookies on this website.

First and third party cookies

First party cookies are cookies set by our website. Third party cookies are cookies on our website that are set by another website, such as where we have adverts on our website or use Facebook pixels so that we can show you relevant content from us when you are on Facebook.

We use third party cookies on our website and details of these are included in the table below.

More detail about our cookies

The table below provides more information about the cookies we use and why:

Cookie name	Owner	Description
__cf_bm	Cloudflare	This cookie, set by Cloudflare, is used to support Cloudflare Bot Management.
_cfuid	Calendly	Calendly sets this cookie to track users across sessions to optimize user experience by maintaining session consistency and providing personalized services
_fbp	Facebook	Facebook sets this cookie to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising after visiting the website.
_ga	Google 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.
ga*	Google Analytics	Google Analytics sets this cookie to store and count page views.
apbct_headless	Cleantalk	Cleantalk set this cookie to detect spam and improve the website's security.
apbct_page_hits	Cleantalk	CleanTalk sets this cookie to prevent spam on comments and forms and act as a complete anti-spam solution and firewall for the site.
apbct_visible_fields	Cleantalk	CleanTalk sets this cookie to prevent spam on the site's comments/forms, and to act as a complete anti-spam solution and firewall for the site.
AWSALB	Amazon	AWSALB is an application load balancer cookie set by Amazon Web Services to map the session to the target.
AWSALBCORS	Amazon	Amazon Web Services set this cookie for load balancing.
cf_clearance	Cloudflare	Cloudflare sets the cookie to manage and verify CAPTCHA challenges, ensuring that legitimate users can access the website while blocking malicious traffic.
ct_checked_emails	Cleantalk	Clean Talk sets this cookie to prevent spam on the site's comments or forms.
ct_checkjs	Cleantalk	Clean Talk sets this cookie to prevent spam on the site's comments or forms.
ct_fkp_timestamp	Cleantalk	Clean Talk sets this cookie to prevent spam on the site's comments or forms.

ct_has_scrolled	Cleantalk	CleanTalk sets this cookie to store dynamic variables from the browser.
ct_pointer_data	Cleantalk	CleanTalk sets this cookie to prevent spam on the site's comments/forms, and to act as a complete anti-spam solution and firewall for the site.
ct_ps_timestamp	Cleantalk	Clean Talk sets this cookie to prevent spam on the site's comments or forms.
ct_screen_info	Cleantalk	CleanTalk sets this cookie to complete an anti-spam solution and firewall for the website, preventing spam from appearing in comments and forms.
ct_timezone	Cleantalk	CleanTalk–Used to prevent spam on our comments and forms and acts as a complete anti-spam solution and firewall for this site.
mailerlite:forms:shown:109832214741518069	MailerLite	MailerLite use this cookie to determine if a website visitor has seen your pop-up or not, and whether or not to show the pop-up again according to your behavior settings.
rc::a	Google Recaptcha	This cookie is set by the Google recaptcha service to identify bots to protect the website against malicious spam attacks.
rc::c	Google Recaptcha	This cookie is set by the Google recaptcha service to identify bots to protect the website against malicious spam attacks.
vuid	Vimeo	Vimeo installs this cookie to collect tracking information by setting a unique ID to embed videos on the website.

How to turn off cookies or alter settings

You can alter your cookie preferences at any time by going to the cookie consent mechanism and changing the relevant settings.

If you do not want to accept cookies, you can also change your browser settings so that cookies are not accepted. If you do this, please be aware that you may lose some of the functionality of this website.

To opt out of being tracked by Google Analytics across all websites, visit <http://tools.google.com/dlpage/gaoptout>.

For further information about cookies and how to disable them please go to the Information Commissioner's webpage on cookies: <https://ico.org.uk/for-the-public/online/cookies/>.

Except for essential cookies, all cookies will expire after 1 year, 1 month and 4 days.