



Approved by Governance & Risk Committee – May 2023

Approved by the Board – May 2023

To be reviewed - December 2027

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 store whether you have accepted the use of cookies
- Analytical/performance cookies (non-essential). They 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 (non-essential). These are used to recognise you when you return to our website.

Non-essential cookies will only function once if you click 'Accept' on the cookie pop up.

Google Analytics and Hotjar

In particular, our website uses Google Analytics, which is one of the most widespread and trusted analytics solutions on the web.

Google Analytics cookies may help track things such as how long you spend on our website and the pages that you visit so that we can continue to produce engaging content. For more information on Google Analytics cookies, please see the [Google Analytics page](#).

Google also provides a complete privacy policy and instructions on [opting-out of Google Analytics here](#).

We also use [Hotjar](#) to help analyze website visits.

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

Name	Purpose
CookieControl	Necessary cookie. This determines if a visitor has accepted cookies.
ga*	This is a Google Analytics cookie used to collect data on the number of times a user has visited the site, as well as dates for the first and most recent visit. It expires after 2 years.
_ga	This is a Google Analytics cookie used to tell users apart. This then gives us data about how people are using the site. It expires after 2 years.
_hjSessionUser_3095436	This is a Hotjar cookie that's set when a user first lands on a page with the Hotjar script. It's used to persist the Hotjar User ID, unique to that site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID. It expires after 1 year.
_hjFirstSeen	This is a Hotjar cookie that tells us if this is the first time you've visited the site. It expires at the end of your session



_hjIncludedInSessionSample_3095436	This cookie lets Hotjar know if you're part of a group of users we're sampling for information about how the site is being used. It expires after 30 minutes.
_hjSession_3095436	This is a Hotjar cookie that holds the current session data. This makes sure that subsequent requests within the session window will be attributed to the same Hotjar session. It expires after 30 minutes.
_hjAbsoluteSessionInProgress	This is a Hotjar cookie used to count how many times different users visit the site. It assigns the users an ID, so the user does not get registered twice. It expires after 30 minutes.

Content embedded on this site from other websites can set third party cookies. Examples might include Google Maps for interactive mapping and YouTube for hosted videos; and embedded tweets from Twitter. When you visit a page containing embedded content, a cookie may be set. We aim not to embed content from other sites that will set third-party cookies. We do not have any control over third-party cookies, and you should check the relevant third-party website for more information about these. These cookies are likely to be analytical/performance cookies or targeting cookies.