Cookie Policy

Our Cookie Policy explains how we use cookies and similar tracking or storage technologies. It also explains the choices you can make about whether we can put some these cookies on your devices.

In this policy where we say 'cookies' it can also mean similar tracking or storage technologies.

We use this data to:

- ✓ To make our website work
- ✓ Understand how you use our website to make it better
- ✓ Personalise your experience
- ✓ Decide which of our products, services and offers may be relevant to you
- ✓ Tailor the marketing you see on social media and other websites

We must ask for your permission before putting any non-essential tracking files or data on your devices. You can change your mind at any time by updating your cookie preferences by clicking on Blue icon and adjusting the sliders to 'On' or 'Off' and save.

We share some data with outside organisations. Some of them may place their own cookies on your device when you visit our website. You can find out more about how we share data – and who we share it with – in our Privacy Policy.

What are cookies and similar technologies?

Cookies are a small text file that stores information on your computer or device when you visit our website. Cookies remember your preferences; help you move around our website and make it easier to use. For example, they can save information, so you do not have to enter it again.

Local Storage is a secure space in your browser that remembers information on your device. For example, it helps us remember your consent preferences and improve your experience. You have complete control over this data, and you can clear your local storage at any time by deleting your browser history. Find out how to do this at www.aboutcookies.org or www.allaboutcookies.org.

How do we use cookies?

We sort cookies into four simple groups:

Type	Description	Your setting
Strictly Necessary cookies	These cookies are needed to run our website and to keep it secure.	Required
Performance cookies	These cookies provide statistical information about our website and are used for performance measurement and improvement.	Optional
Functional cookies	These cookies tell us how visitors use our website. We use this data to improve your online experience, personalise your visit, live chats and videos and the use of social media.	Optional
Advertising cookies	These cookies are set through our site by our advertising partners. Data is collected for the purpose of advertising personalisation and measuring the effectiveness of advertising campaigns.	Optional

How long are cookies saved for?

This depends on whether they are session cookies or persistent cookies.

Session cookies are temporary and some delete themselves once you close your browser or delete within a short time. Session cookies can help with security and also remember what you've done on previous web pages, so you don't have to re-enter information.

Persistent cookies stay on your device after you close your browser. They're used for lots of different things – like remembering your cookie preferences between visits, so you don't need to keep telling us which cookies to use. Some delete after a specific time, while others stay on your device until you clear your browser history (cookie durations are detailed in table below). In case you've forgotten about them, or changed your mind, we'll ask you to confirm your cookie preferences every 12 months. You can update your choice at any time by clicking on Blue icon and adjusting the sliders to 'On' or 'Off' and save.

What types of cookies do we use?

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

First-party cookies are set by us, although the cookie itself may be created by a third party (such as Google, Microsoft, Meta or Adalyser) and we may share your data with them. These cookies often help us to understand how you use our services so we can improve them.

Third-party cookies are placed on your device by another company, such as social media, search engines, other advertising networks and third parties. For example, if you use a social media 'share' button on a website, Facebook will put a cookie on your device, so they know what you've liked.

You have control how our Third-party Digital Services and Advertising Partners use your data. Find out more below with links to their privacy policies.

Third Parties	Privacy Policy
Google LLC (YouTube & analytics)	How Google uses this information
Meta Inc (Facebook)	Meta's privacy policy
Contentsquare (Hotjar)	Hotjar Data Privacy
Microsoft (Bing)	Microsoft Privacy Statement
Adalyser	Terms and Privacy
Amazon Web Services (AWS)	AWS Cookie Policy AWS Privacy Policy
Cookie First	Cookie First Privacy Policy

Strictly Necessary

Necessary cookies are needed to run our website and to keep it secure. These can't be turned off.

Name	Party	Purpose	Storage Type	Duration
AWSALB	First-Party	Amazon Web Services (AWS): registers which server cluster serves the visitor. This is used in conjunction with load balancing to optimise the user experience.	cookie	7 days
AWSALBCORS	First-Party	AWSALBCORS is a cookie used by Amazon Web Services (AWS) to distribute the load of traffic across multiple servers	cookie	7 days

cookiefirst-consent	First-Party	Cookie First: This cookie saves your cookie preferences for this website.	cookie	12 months
cookiefirst-consent	First-Party	Cookie First: saves your cookie preferences for this website.	local_storage	Persistent *(until you clear from browser)*
cookiefirst-id	First-Party	Cookie First: This cookie contains your unique ID so Cookie First can identify unique visitors to this website.	local_storage	Persistent *(until you clear from browser)*
PHPSESSID	First-Party	Cookie generated by applications based on the PHP language. This is a general-purpose identifier used to maintain user session variables	cookie	30 days

Performance

Performance cookies provide statistical information about our website and are used for performance measurement and improvement.

Name	Party	Purpose	Storage Type	Expiry
_ga	First-Party	Google: Registers a unique ID for a website visitor to track how the visitor uses the website. The data is used for statistics.	cookie	13 months
_ga_********	First-Party	Google: This cookie stores a unique ID for a website visitor and tracks how the visitor uses the website. The data is used for statistics	cookie	13 months

hjSession******	First-Party	Contentsquare (Hotjar): cookie that holds the current session data. This ensures that subsequent requests within the session window will be attributed to the same Hotjar session.	cookie	30 minutes
_hjSessionUser _******	First-Party	Contentsquare (Hotjar) cookie that is set when a user first lands on a page with the Hotjar script. It is used to persist the Hotjar User ID, unique to that site on the browser. This ensures that behaviour in subsequent visits to the same site will be attributed to the same user ID.	cookie	12 months
hjActiveViewportIds	First-Party	Contentsquare (Hotjar): for performance and analytics purposes.	local_storage	Persistent *(until you clear from browser)*
_hjHasCachedUserAttributes	First-Party	Contentsquare (Hotjar): This cookie is set by Hotjar for performance and analytics purposes.	cookie	Session (duration of browser session)
_hjUserAttributes	First-Party	Contentsquare (Hotjar): This cookie is set by Hotjar for performance and analytics purposes.	local_storage	Persistent *(until you clear from browser)*
_hjUserAttributesHash	First-Party	User Attributes sent through the Hotjar Identify API are cached for the duration of the session in order to know when an attribute has changed and needs to be updated.	cookie	2 mins

_cs_s	First-Party	Contentsquare (Hotjar): This cookie stores session data	cookie	30 minutes (or for the duration of the browser session)
_cs_c	First-Party	Contentsquare (Hotjar): Stores user consent on use of session data use within replays	cookie	13 months
_cs_id	First-Party	Contentsquare (Hotjar): Stores technical user data	cookie	13 months
__Secure-ROLLOUT_TOKEN	First-Party	YouTube (Google): By setting this token, YouTube and therefore Google can ensure that a single user sees a consistent version of an experimental feature across different sessions or pages	cookie	6 months
__Secure-YEC	Third-Party	You Tube / Google: a token to ensure that a single user sees a consistent version of an experimental feature across different sessions or pages	cookie	6 months

Functional

Functional cookies tell us how visitors use our website. We use this data to improve your online experience, personalise your visit, to use live chats and videos and the use of social media.

Name	Party	Purpose	Storage Type	Expiry
VISITOR_INFO1_LIVE	Third-Party	This cookie allows YouTube to check bandwidth usage.	cookie	6 months

YSC	Third-Party	Register unique IDs and keep statistics on which videos users have viewed from YouTube.	cookie	Session
__Secure-YNID	Third-Party	The __Secure-YNID cookie is a secure HTTP cookie set by YouTube to detect and resolve service issues, prevent fraud, and track user interactions with embedded video content.	cookie	6 months

Advertising

Advertising cookies are set through our site by our advertising partners. Data is collected for the purpose of advertising personalisation and measuring the effectiveness of advertising campaigns.

Name	Party	Purpose	Storage Type	Expiry
_fbp	First-Party	META: This cookie is used by Facebook for advertising purposes and conversion tracking.	cookie	90 days
_gcl_au	First-Party	Google Adsense: for experiments with 'cross-website' advertising.	cookie	90 days
_gcl_ls	First-Party	Google: The "_gcl_ls" cookie is used for conversion tracking in Google Ads and Google Tag Manager to measure advertisement performance.	local_storage	Persistent *(until you clear from browser)*
_uetsid	First-Party	Bing (Microsoft): to determine what ads should be shown that may be relevant to the end user perusing the site.	cookie	24 hours

_uetsid	First-Party	Microsoft: contains the session ID for a unique session on the site. This is used by Microsoft Advertising.	local_storage	Persistent *(until you clear from browser)*
_uetsid_exp	First-Party	Bing (Microsoft) and contains the expiry-date for the local storage and cookie with corresponding name.	local_storage	Persistent *(until you clear from browser)*
_uetvid	First-Party	Bing (Microsoft): to determine which ads are served that may be relevant to the end user browsing the site.	cookie	13 months
_uetvid	First-Party	Bing (Microsoft): UET assigns this unique, anonymized visitor ID, representing a unique visitor. UET stores this data in a first-party cookie and local storage.	local_storage	Persistent *(until you clear from browser)*
_uetvid_exp	First-Party	Bing (Microsoft): contains the expiry-date for the cookie or local storage item with corresponding name.	local_storage	Persistent *(until you clear from browser)*
adal_out_queue_adalyserTracker_get	First-Party	Adalyser: Used to track the visitor across multiple devices including TV. This is done in order to re-target the visitor through multiple channels.	local_storage	Persistent *(until you clear from browser)*
IDE	Third-Party	Google: Double Click which helps us to analyse and optimize our advertising campaigns.	cookie	13 months
lastExternalReferrer	First-Party	Meta (Facebook): to track and store the last external URL of how a visitor arrived at the website, allowing for ad attribution and conversion tracking	local_storage	Persistent *(until you clear from browser)*
lastExternalReferrerTime	First-Party	Meta (Facebook): to track and store the last external timestamp of how a visitor arrived at the website, allowing for ad attribution and conversion tracking	local_storage	Persistent *(until you clear from browser)*

MUID	Third-Party	This cookie is widely used by Microsoft as a unique user ID. It can be set by embedded Microsoft scripts. It is widely believed to synchronize between many different Microsoft domains, allowing users to be tracked.	cookie	13 months
VISITOR_PRIVACY_METADATA	Third-Party	This cookie is used to track and enrich the user's privacy settings on YouTube (Google).	cookie	6 months
test_cookie	Third-Party	This cookie is set by DoubleClick net (owned by Google) to determine whether the website visitor's browser supports cookies. Data transfer to third countries: USA. Google LLC. is certified under the Data Privacy Framework, indicating that your rights as a data subject can be guaranteed.	cookie	15 minutes
__Secure-YEC	Third-Party	These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. They do not store directly personal information but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.	cookie	13 months
__adal_ca	First-Party	This cookie is used by Adalyser and stores which advertising campaign drove a user to visit, stores traffic source and campaign data.	cookie	6 months
__adal_cw	First-Party	This cookie is used by Adalyser and ties back conversion events to earlier visits, stores a visit timestamp.	cookie	7 days

__adal_id	First-Party	This cookie is used by Adalyser and for uniquely identifying a device, it stores a generated Device ID.	cookie	13 months
__adal_ses	First-Party	This cookie is used by Adalyser and determines whether there is an active session, and which conversions have taken place in this session to prevent duplicates, stores a list of events in this session.	cookie	30 minutes
Fbapc_#	First-Party	Meta (Facebook):	local_storage	Persistent *(until you clear from browser)*

How do I change or delete my cookie settings?

Cookie Banner: You can change your cookie preferences at any time by clicking the 'C' icon, you can then adjust the sliders to 'On' or 'Off' and save. Once you refresh or move away from this page, we will stop setting or using those cookies.

It is important to know that rejecting cookies will not delete any cookies that have been saved to your devices in the past. You can delete previously saved cookies via your browser settings.

Browser Settings: Allows you to delete cookies that have already been set at any time and to switch off a cookie altogether.

If you do this, it could mean that we can't use strictly necessary cookies properly and so parts of our website may not work correctly.

To find out more about cookies, including how to see what cookies have been set, or delete cookies visit www.aboutcookies.org or www.allaboutcookies.org.

Find out how to manage cookies on popular browsers:

- Google Chrome
- Microsoft Edge
- Mozilla Firefox
- Microsoft Internet Explorer
- Opera

- Apple Safari

To find information relating to other browsers, visit the browser developer's website.

More information

Changes to this policy

We occasionally update our cookie policy. You should visit this page periodically if you want to keep yourself informed. Last updated on 3 November 2026

Contact Information

Contact regulatorycompliance@goldencharter.co.uk