1. Introduction

[Softwire Technology Limited] ("Softwire", "we, "our") uses cookies on its website. This Cookies Notice explains more about cookies and why we use them. It also explains how you can control and opt out of receiving them.

This policy should be read together with our Privacy Notice which sets out how and why we collect, store, use and share personal information generally, as well as your rights in relation to your personal information and details of how to contact us and supervisory authorities if you have a complaint.

We update this Cookies Notice from time to time in response to changes in applicable laws and regulations, changes to our processing practices and to products and services we offer. When changes are made, we will update the last updated date of this notice. Please review this Cookies Notice periodically to check for updates.

2. About Cookies

A cookie is a small text file which may be downloaded to your device when you visit our website. We use cookies to allow our website to function correctly, remember your preferences and to track visitors to our website.

The cookies we use on our website fall into the following categories:

Statistics or Analytics Cookies

We use cookies to collect information about the use of our website by visitors such as the pages they visit most often, how they arrived at our website and associated information. These do not collect any directly identifiable personal information about visitors. We use these cookies to learn more about how our website is used to identify problems and areas for improvement.

Functionality Cookies

Functionality cookies remember the choices you make when you visit our website. This includes, for example, your consent to the use of cookies on our website.

Marketing or Targeting Cookies

These are cookies placed by third parties on our website which record your visit to our website, the pages you have visited and the links you have followed. They use this information for advertising purposes.

Learn More About Cookies

For further information on our use of cookies, including a detailed list of your information which we and others may collect through cookies, please see details in the table below.

For further information on cookies generally, including how to control and manage them, please visit www.aboutcookies.org or www.allaboutcookies.org.

3. Cookies Used by Softwire

The cookies we use on our website and their purposes are as set out in the following table:

Cookie category	Cookie Name	Domain	Duration of Processing	Description
Necessary	cookiehub	.softwire.com	365 days	Set by CookieHub, our consent management platform. Stores your cookie consent choices so that we can respect them on future visits.
Necessary	user-country	www.softwire.com	1 hour	Stores the country you are visiting from, so that the website can apply the content appropriate to your location
Necessary	__cf_bm	.hsforms.net	1 hour	Set by Cloudflare on behalf of HubSpot, whose forms and scripts are embedded in our website. Used to distinguish between people and automated bots, to protect the service from malicious traffic.
Necessary	__cf_bm	.hsforms.com	1 hour	Set by Cloudflare on behalf of HubSpot, whose forms and scripts are embedded in our website. Used to distinguish between people and automated bots, to protect the service from malicious traffic.
Necessary	__cf_bm	.vimeo.com	1 hour	Set by Cloudflare on behalf of Vimeo, whose video player is embedded in our website. Used to distinguish between people and automated bots, to protect the service from malicious traffic.
Necessary	__cf_bm	.hs-scripts.com	1 hour	Set by Cloudflare on behalf of HubSpot, whose forms and scripts are embedded in our website. Used to distinguish between people and automated bots, to protect the service from malicious traffic.
Necessary	__cf_bm	.hs-analytics.net	1 hour	Set by Cloudflare on behalf of HubSpot, whose forms and scripts are embedded in our website. Used to distinguish between people and automated bots, to protect the service from malicious traffic.

Cookie category	Cookie Name	Domain	Duration of Processing	Description
Necessary	__cf_bm	.hubspot.com	1 hour	Set by Cloudflare on behalf of HubSpot, whose forms and scripts are embedded in our website. Used to distinguish between people and automated bots, to protect the service from malicious traffic.
Necessary	__cf_bm	.hs-banner.com	1 hour	Set by Cloudflare on behalf of HubSpot, whose forms and scripts are embedded in our website. Used to distinguish between people and automated bots, to protect the service from malicious traffic.
Necessary	__cf_bm	.linkedin.com	1 hour	Set by Cloudflare on behalf of LinkedIn, whose services are embedded in our website. Used to distinguish between people and automated bots, to protect the service from malicious traffic.
Preferences	li_gc	.linkedin.com	180 days	Set by LinkedIn. Stores your consent to LinkedIn's use of cookies for non-essential purposes.
Preferences	lidc	.linkedin.com	1 day	Set by LinkedIn. Used to route your requests to the appropriate LinkedIn data centre.
Analytics	_ga	.softwire.com	400 days	Set by Google Analytics. Distinguishes unique visitors so that we can understand how our website is used.
Analytics	MUID	.bing.com	390 days	Set by Microsoft. Identifies unique web browsers visiting Microsoft services; used by Microsoft Clarity and Microsoft Advertising to measure website usage.
Analytics	_lfa	.softwire.com	365 days	Set by Leadfeeder (Dealfront). Records visits and pages viewed so that we can identify which organisations are visiting our website.
Analytics	_hjSessionUser_	.softwire.com	365 days	Set by Hotjar. Assigns a unique ID to your browser so that data from later visits is attributed to the same user. The name is followed by our Hotjar site ID.

Cookie category	Cookie Name	Domain	Duration of Processing	Description
Analytics	_hjSession_	.softwire.com	1 hour	Set by Hotjar. Holds data about your current visit so that later page views in the same session are attributed to it. The name is followed by our Hotjar site ID.
Analytics	_clck	.softwire.com	365 days	Set by Microsoft Clarity. Stores a unique Clarity user ID and preferences so that later visits are attributed to the same user.
Analytics	_clsk	.softwire.com	1 day	Set by Microsoft Clarity. Links multiple page views by a user into a single Clarity session recording.
Analytics	_ga_	.softwire.com	400 days	Set by Google Analytics. Maintains the state of your session and counts page views. The name is followed by our Google Analytics property ID.
Analytics	MR	.c.bing.com	7 days	Set by Microsoft. Indicates whether the MUID cookie should be refreshed.
Analytics	SM	.c.clarity.ms	Session	Set by Microsoft Clarity. Used to synchronise the MUID identifier across Microsoft domains.
Analytics	MUID	.clarity.ms	390 days	Set by Microsoft Clarity. Identifies unique web browsers so that Clarity can measure how our website is used.
Analytics	MR	.c.clarity.ms	7 days	Set by Microsoft Clarity. Indicates whether the MUID cookie should be refreshed.
Analytics	__hstc	.softwire.com	180 days	Set by HubSpot. The main HubSpot tracking cookie; records your visitor identifier, the times of your first, previous and current visits, and the number of sessions.
Analytics	hubspotutk	.softwire.com	180 days	Set by HubSpot. Keeps track of your identity as a visitor; passed to HubSpot when you submit a form so that contact records are not duplicated.

Cookie category	Cookie Name	Domain	Duration of Processing	Description
Analytics	__hssrc	.softwire.com	Session	Set by HubSpot. Determines whether you have restarted your browser, so that a new session can be recorded.
Analytics	__hssc	.softwire.com	1 hour	Set by HubSpot. Keeps track of sessions, so that HubSpot can decide whether to update the session number and timestamps in the __hstc cookie.
Analytics	bcookie	.linkedin.com	365 days	Set by LinkedIn. A browser identifier used to recognise devices accessing LinkedIn services embedded in our website.
Marketing	_fbp	.softwire.com	90 days	Set by the Meta (Facebook) Pixel. Identifies your browser so that Meta can deliver and measure advertising.
Marketing	_uetsid	.softwire.com	1 day	Set by Microsoft Advertising (Universal Event Tracking). Stores a session identifier used to measure the effectiveness of our advertising.
Marketing	_uetvid	.softwire.com	390 days	Set by Microsoft Advertising (Universal Event Tracking). Stores a visitor identifier across visits, used to measure our advertising and for remarketing.
Marketing	SRM_B	.c.bing.com	390 days	Set by Microsoft. Identifies your browser across Microsoft websites for advertising purposes.
Marketing	ANONCHK	.c.clarity.ms	1 hour	Set by Microsoft. Indicates whether the MUID identifier is shared with Microsoft's advertising cookie (ANID).
Marketing	_gcl_au	.softwire.com	90 days	Set by Google. Used by Google Ads to store conversion information and measure the effectiveness of our advertising.
Marketing	test_cookie	.doubleclick.net	1 hour	Set by Google DoubleClick. Checks whether your browser supports cookies.

Cookie category	Cookie Name	Domain	Duration of Processing	Description
Marketing	AnalyticsSyncHistory	.linkedin.com	30 days	Set by LinkedIn. Stores the time at which LinkedIn last synchronised its analytics data for your browser.
Marketing	UserMatchHistory	.linkedin.com	30 days	Set by LinkedIn. Used to synchronise LinkedIn Ads identifiers so that LinkedIn can serve and measure advertising.
Marketing	bscookie	.www.linkedin.com	365 days	Set by LinkedIn. A secure browser identifier used by LinkedIn for security purposes and to recognise your browser.
Marketing	IDE	.doubleclick.net	390 days	Set by Google DoubleClick. Records how you interact with advertisements in order to measure their effectiveness and show you relevant ads.

4. Cookie Sharing with Third Parties

We use third-party services on our website that may collect information through cookies and similar technologies. These third parties may process information such as your IP address, browser identifiers and information about how you interact with our website

The third parties whose cookies are used on our website include:

- **Google:** Uses cookies to analyse website usage and measure the effectiveness of advertising campaigns.
- **Microsoft:** Uses cookies through services such as Microsoft Clarity and Microsoft Advertising to understand how visitors use our website and to measure and improve advertising campaigns.
- **LinkedIn:** Uses cookies to support embedded services, analyse website usage and measure the effectiveness of advertising.
- **Meta (Facebook):** Uses cookies to measure advertising performance and support targeted advertising.
- **HubSpot:** Uses cookies to analyse website visits and interactions, and to support our marketing and customer relationship management activities.
- **Hotjar:** Uses cookies to understand how visitors interact with our website, helping us improve the user experience.
- **Leadfeeder (Dealfront):** Uses cookies to identify organisations visiting our website and understand their interactions with our website.
- **Cloudflare:** Uses cookies to distinguish legitimate visitors from automated traffic and protect embedded third-party services.
- **Vimeo:** Uses cookies in connection with embedded video content.

These third parties may process information collected through their cookies in accordance with their own privacy policies. Some third parties, such as Google, Meta, Microsoft and LinkedIn, may use this information for advertising, analytics and measurement purposes.

For further information about how these third parties use your information, please refer to their respective privacy policies."

5. Changing Your Cookies Preferences

You can allow or block cookies by activating the setting on your browser that permits you to change the setting of all or some cookies. Please note that disabling cookies may affect the availability or functionality of our website. Most of the website will function normally, however, functions that rely on cookies showing region specific content and redirections will be disabled.

If you would like more information on how to manage cookies on some popular browsers, please click on the links below.

- Internet Explorer
- Google Chrome
- Apple Safari
- Microsoft Edge
- Mozilla Firefox

6. Contact Us

Please contact using the details set out in our Privacy Notice if you have any questions about this Cookies Notice or the information we hold about you.

7. Changes to this Policy

This policy was published on 20/11/2026 and last updated on 20/11/2026.