

# Cookies

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This site uses cookies to offer you a better browsing experience

Like many websites, in addition to the information which you supply to us, this Site automatically collects information and data through cookies.

Cookies are small text files the Site can use to recognise repeat users and allow us to observe behaviour and compile aggregate data to improve the Site for you. For example, cookies will tell us whether you viewed the Site with sound or with text on your last visit.

We use cookieless analytics on our site. This means we can collect data to help us monitor and improve use of the Site, without compromising your privacy.

The Site hosts links to various social media channels and offers options to 'share' information. When selecting a link and opting in to such a service, you may be presented with a cookie. We are not responsible for the content of third-party websites and does not control the dissemination of these cookies. Please check the relevant third-party website for further information.

## Opting out

Some of our associated companies may themselves use cookies on their own websites. We have no access to, or control of, these cookies should this occur.

If you do not wish to receive cookies from us or any other website, you can opt-out via:

- the cookie banner at the top of the page, which is also accessible through the 'cookie settings' prompt at the top of every page.
- turning off cookies on your web browser: please follow your browser provider's instructions to do so.

Unfortunately, we cannot accept liability for any malfunctioning of your device or its installed web browser because of any attempt to turn off cookies.

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit the [aboutcookies website](#) or the [allaboutcookies website](#).

## How do I change my cookie settings?

The website will remember your choice for 100 days. If you wish to revise your decision beforehand, you will need to clear your browser cache which will reactivate the cookie banners.

# Cookies on the Site

## Cookie banner

We set **essential** cookies so we can present our cookie banner to you, and to remember your consent preferences.

- `cookie-agreed`
- `cookie-agreed-categories`
- `cookie-agreed-version`

## Analytics

We use Matomo to provide privacy-first, **cookieless** analytics.

There may still be a few **essential** cookies created in specific cases:

- When you exclude yourself from being tracked using the cookie method or using the opt-out method on this page, Matomo will create a cookie `piwik_ignore` set on the domain of your Matomo server (a temporary short-lived cookie called `MATOMO_SESSID` will also be created.)
- When you're giving consent, two cookies may be created: `mtm_consent` and `mtm_consent_removed`.
- `_pk_testcookie` is also created without any identifier and is directly deleted (it is only used to check whether the visitor's browser supports cookies.)

## Opt-out of cookieless analytics

## Videos

The website uses AblePlayer to display videos across the site. Some essential cookies are set to ensure user preferences are remembered and videos work correctly.

- `Able-Player`: this cookie keeps track of user video control preferences.
- `__cf_bm`: is set by HubSpot's CDN provider and is a necessary cookie for bot protection. It expires in 30 minutes. These are present as AblePlayer supports Vimeo, which utilises Cloudflare.
- `_cfuvid`: is also set by HubSpot's CDN provider because of their rate limiting policies. It expires at the end of the session. These are present as AblePlayer supports Vimeo, which utilises Cloudflare.

If consented, YouTube then sets the following third-party cookies on the user's browser:

- `PREF`

- SOCS
- VISITOR\_INFO1\_LIVE
- VISITOR\_PRIVACY\_METADATA
- YSC
- \_\_Secure-BUCKET
- \_\_Secure-YEC

To remove consent, revisit the cookie banner by clicking on the 'cookie settings' prompt at the top of the page.

Find out more on the [YouTube privacy page](#).