

## What are cookies and how do we use them?

Cookies are text files containing small amounts of information, which your computer or mobile device downloads when you visit a website. When you return to websites - or visit websites that use the same cookies - they recognise these cookies and therefore your browsing device. Cookies can also help ensure marketing you see online is more relevant to you and your interests. You can learn about the cookies we use and how to manage them below.

Most browsers automatically accept cookies, but you can usually refuse or selectively accept cookies, by adjusting the preferences in your browser. If you turn cookies off, there may be some features of our site that will not be available to you and some web pages may not display properly.

You can find more information about managing cookies at [All About Cookies.org](http://AllAboutCookies.org).

## What cookies do we use?

Our cookie list is intended to provide you with an understanding of the nature of the cookies used on our sites. This information may be updated from time to time and was correct as of 1<sup>st</sup> March 2020:

### ARRAfinity

This cookie is set by websites run on the Windows Azure cloud platform and is used for load balancing to make sure the visitor page requests are routed to the same server in any browsing session. This cookie is made up of a random unique number and letter string which is deleted when you close your browser. This is used by Azure websites and web apps to improve the user experience.

### Google Analytics

Google Analytics is a simple, easy-to-use tool that helps us measure how users interact with our website content, without personally identifying individual visitors. As a user navigates between web pages, Google Analytics provides JavaScript tags (libraries) to record information about the page a user has seen, for example the URL of the page.

The Google Analytics JavaScript libraries use [HTTP Cookies](#) to "remember" what a user has done on previous pages / interactions with the website:

You can find more information about Google Analytics' cookies and privacy policy at:

[Analytics cookies and privacy information.](#)

Web analytics cookies `_ga` and `_gat` distinguish unique users, remember the number and time of previous visits, check how long a visitor stays on the site and remembers information about where the visitor came from. They also slow the request rate to ensure recording of analytics is performed efficiently.

Google Analytics cookies in general are used by Google Analytics, which monitors traffic levels, search queries and visits to our website. Google Analytics stores internet protocol ("IP") addresses on its servers in the US. An IP address is a unique number assigned to each device (such as your computer) that allows it to communicate with other devices on a computer network (such as modems, printers or other computers). Neither Ashurst nor Google associate your IP address with any information that can identify the user personally.

These cookies enable Google to determine whether you are a return visitor to the site, and to track the pages that you visit during your session.

Generic Google Analytics cookies are used by Google Analytics, which monitors traffic levels, search queries and visits to our website. Google Analytics stores internet protocol ("IP") addresses on its servers in the US. An IP address is a unique number assigned to each device (such as your computer) that allows it to communicate with other devices on a computer network (such as modems, printers or other computers). Neither Ashurst nor Google associate your IP address with any information that can identify the user personally.

These cookies enable Google to determine whether you are a return visitor to the site, and to track the pages that you visit during your session.

## Google Maps

Cookie name(s): OGP, OGPC, SID, SAPISID, APISID, SSID, HSID, NID. Google set a number of cookies on any page that includes a Google Map. While we have no control over the cookies set by Google, they appear to include a mixture of pieces of information to measure the number and behaviour of Google Maps users.

You can find more information about Google's (including YouTube's) cookies and privacy policy at:

<https://www.google.com/policies/privacy/>.

## LinkedIn

Where some of our content includes LinkedIn tags and shares, LinkedIn places cookies in your browser. While we have no control over the cookies set by LinkedIn, they appear to include two types: persistent cookies and session cookies. A persistent cookie helps them to recognize you as an existing user, so it's easier to return to LinkedIn or interact with their services without signing in again. After you sign in, a persistent cookie stays in your browser and will be read by LinkedIn when you return to one of our sites or a partner site that uses their services. Session cookies only last for as long as the session (usually the current visit to a website or a browser session).

You can find more information about LinkedIn cookies at:

<https://www.linkedin.com/legal/cookie-policy>

## Twitter

Where some of our content includes Twitter tags and shares, Twitter may place cookies in your browser. While we have no control over the cookies set by Twitter, they appear to include two types: persistent cookies and session cookies. A persistent cookie helps them to recognize you as an existing user, so it's easier to return to Twitter or interact with their services without signing in again, or to follow our Tweets. After you sign in, a persistent cookie stays in your browser and will be read by Twitter when you return to one of our sites or a partner site that uses their services. Session cookies only last for as long as the session (usually the current visit to a website or a browser session).

You can find more information about Twitter cookies at:

<https://support.twitter.com/articles/20170514>

## WordPress

Our website is built with WordPress which uses cookies to verify who you are and logged for users and commenters, if applicable:

**WP-settings - 1** - WordPress uses this strictly necessary cookie to enable services you have asked for on the website and expires after 1 year.

**wp-settings-time-** - WordPress sets a wp-settings-{time}-{UID} cookies. The number on the end is your individual user ID from the website's users database table.

This is used to customize your view of the admin interface, and possibly also the main site interface. This cookie expires after 1 year.

You can find more information about WordPress cookies at:

[https://codex.wordpress.org/WordPress\\_Cookies](https://codex.wordpress.org/WordPress_Cookies)

## YouTube

Some content on our website may utilise embedded YouTube videos, which when viewing them, YouTube may place a cookie on your device to improve the viewing process. YouTube (Google) set a number of cookies on any page that includes a YouTube video. While we have no control over the cookies set by Google, they appear to include a mixture of pieces of information to measure the number and behaviour of YouTube users, including information that links your visits to our website with your Google account if you are signed in to one. Information about your use of our website, including your IP address, may be transmitted to Google. This cookie does not identify you personally unless you are logged into Google, in which case it is linked to your Google account.

You can find more information about Google's (including YouTube's) cookies and privacy policy at <https://www.google.com/policies/privacy/>.