

## 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.

Cookies may be either "session" or "persistent." A session cookie expires (i.e., is deleted) when you close your browser. A persistent cookie remains until it expires, or you delete the cookies via your browser settings. Expiration dates are set in the cookies themselves and may vary in length, depending on the purpose of the cookie.

You can find more information about managing cookies at [All About Cookies.org](https://www.allaboutcookies.org) and in the section at the end of this policy.

## 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 16<sup>th</sup> July 2022:

### DoubleClick.net

DoubleClick Digital Marketing ("DDM") is an integrated ad technology platform owned by Google that enables advertisers to create, manage and grow high-impact digital marketing campaigns more effectively. DDM brings together world-class solutions to help buyers run holistic programs across multiple channels.

You can find more information about Google's Marketing Platform and DoubleClick at:

<https://marketingplatform.google.com/about/enterprise/>

### 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:

<https://developers.google.com/analytics/resources/concepts/gaConceptsCookies?hl=en>

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/>.

## **HubSpot**

HubSpot uses cookies to track bluesource's website visitors and contacts. When the HubSpot software runs on bluesource.com, it leaves behind a cookie on the visitors' browsers that helps HubSpot identify them on future visits.

You can find more information about HubSpot's cookies at:

<https://legal.hubspot.com/cookie-policy>

## 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>

## Vimeo

Vimeo collects data from visitors to bluesource.co.uk when there is an interaction on an “On Click Function”. The “On Click Function” stores information about video views, interactions, clicks and shares. The information is stored within bluesource’s Vimeo account.

Vimeo’s embeddable video player uses first-party cookies that Vimeo consider essential to the video player experience. They do not use third-party analytics or advertising cookies when their video player appears on a third-party website, such as ours.

For further details please refer to:

[https://vimeo.com/cookie\\_policy](https://vimeo.com/cookie_policy)

## 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)

## Changing Your Cookie Preferences

You may limit the cookies set in your browser by taking the steps described below. Note that declining cookies may impact your ability to use our services.

**Browser settings:** You may change your browser's settings to delete cookies that have already been set and to reject new cookies. To learn more, visit the help pages of your browser:

- [Firefox](#)
- [Chrome](#)
- [Safari](#)
- [Microsoft Edge](#)
- [Internet Explorer](#)

You may also visit our sites in your browser's "private" or "incognito" mode, in which case cookies will be set, but deleted when you close your browser.

**EU users:** Users located in the EU may adjust their preferences in their Cookie Settings.

**Third party advertising opt-outs:** Certain third parties provide ways to opt out of advertising cookies across multiple sites. You can learn more by visiting the sites of the Network Advertising Initiative (<https://optout.networkadvertising.org>) or the Digital Advertising Alliance (<https://www.aboutads.info>). In addition, there are third party plug-ins and apps that help manage cookies.

**Google cookies:** Google provides ways to manage or opt out certain of its advertising cookies (<https://adssettings.google.com>) and analytics cookies (<https://tools.google.com/dlpage/gaoptout>). You may read Google's Privacy Policy at <https://policies.google.com/privacy>.