Cookies

We use cookies on our website.

Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by the web browser you are using and will remain valid until its set expiry date, unless deleted by you before the expiry date. A session cookie will expire at the end of your session, when the web browser is closed. Most browsers can be configured so as not to accept cookies, however in some cases this may affect the functionality of the website.

We use the following types of cookies:

· Strictly necessary cookies. These cookies are necessary for our website to function and cannot be switched off in our systems. They include, for example, a cookie that is set for security reasons or to remember your cookie consent preferences.

· Performance / Analytics cookies. These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our website. They help us to know which pages are the most and least popular and see how visitors move around our website.

More detail on the types of cookies that we use is set out below.

1. Google analytics cookies

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. These are performance/ analytics cookies.

Cookie	Explanation
_ga	The cookie is used to identify and distinguish users to websites.The cookie can distinguish and remember individual users upon repeated visits to the website. **Duration:** 2 years
_gat_gtag_UA_108385815_1	The cookie is used to limit amount of website visitor requests in order to maintain website performance. **Duration:** 1 minute
_gid	The cookie is used to distinguish users and store information of how visitors use a website and helps in creating an analytics report of how the website is performing. **Duration:** 24 hours

2. Azure Web App & Optimizely DXP cookies

Azure Web Apps is a cloud computing-based platform for hosting websites, created and operated by Microsoft. Optimizely DXP is a managed services provider utilizing Azure Web App technology. These are strictly necessary cookies.

Cookie	Explanation
ARRAffinity ARRAffinitySameSite	This cookie is set by websites run on the Windows Azure cloud platform. It is used for load balancing to make sure the visitor page requests are routed to the same server in any browsing session. • **Duration**: Session
__cfuid	Strictly necessary. Speeds up page loading times and overrides any security restrictions that may be applied to a browser based on the IP address from which it comes. Persistent (1 year from creation).
ai_session	Used with Microsoft Application Insights for collecting statistical usage and telemetry information. Unique anonymous session identifier cookie.
ai_user	Used with Microsoft Application Insights for collecting statistical usage and telemetry information. Unique user identifier cookie for counting the number of users accessing an application over time.
TiPMix	Used in Azure during deployments to pin a user session to a deployment slot.
x-ms-routing-name	Used in Azure during deployments to route to deployment slots.

3. Optimizely CMS cookies

Optimizely CMS is a content management system (CMS) used to manage and maintain websites. These are strictly necessary cookies.

Cookie	Explanation
apt.uid, apt.sid	Used for telemetry data. · Duration: Session

.AspNetCore.Antiforgery.#	Strictly necessary. Used by the Optimizely security components. Protects the user against cross-site request forgery (CSRF). · Duration: Session
.AspNetCore.Identity.Application	Strictly necessary. To keep users logged in for the duration of their browsing session.
EPi:NumberOfVisits	Functionality-related. Stores the number of times you access pages on the site to allow personalization of content based on the frequency the site content is viewed. Used with the Number of Visits personalization criterion. This cookie is not set if you remove it from all of your visitor groups · Duration: 1 year
EpiStateMarker	Functionality-related. Indicates how session based information on the visit should be stored, using sessions or cookies.
ImageEditorFileSize	Used by the Image Editor.
_utma, _utmb, _utmc, _utmz	Google Analytics cookies that are commonly used on Optimizely websites. These third-party cookies are used to collect information about how visitors use the website.
.EPiForm_VisitorIdentifier	Functionality-related. Identifies the form submission to the site when a visitor submits data to via an Optimizely form. Stores a GUID which is the visitor identifier. Persistent (90 days from creation).
.EPiForm_BID	Functionality-related. Identifies the form submission made to the site when a visitor submits data via an Optimizely form. Stores a GUID as the browser ID. Persistent (90 days from creation).

EPiForm_{FormGuid}:{Username}	Functionality-related. Stores partial form submissions so that a visitor can continue with a form submission upon return. One cookie is created for each form and each logged in visitor. Stores the current submission status of the form (formGuid, submissionID, and if submission is finalized or not). Persistent (90 days from creation).

4. LinkedIn Insight Tag cookies

LinkedIn is a social media platform used for professionals to network. A LinkedIn Insights Tag is a lightweight Javascript snippet installed on the site to use LinkedIn features including website retargeting, conversion tracking, and website demographics. These are performance/ analytics cookies.

Cookie	Explanation
LinkedIn Insight Tag	This cookie enables the collection of data regarding LinkedIn members' visits, including the URL, referrer, IP address, device and browser characteristics (User Agent), and timestamp. **Duration:** 180 days

5. Optimizely Content Recommendations

Cookie Name	Purpose
iv	Tracks the anonymous visitor's actions across the site. This is a persistent cookie.
is	Identifies a visitor's session. This cookie is used in conjunction with the iv cookie and is erased when the visitor closes the browser.

It's described in more detail on this page:

https://docs.developers.optimizely.com/recommendations/v1.2.0-content-recommendations/docs/content-recommendations

6. Hotjar

Hotjar is a behaviour analytics tool that assists IFM to build and maintain our service with user feedback. Hotjar uses cookies and other technologies which may collect data on our users' behaviour such as device IP address, device information, browser information, geographic location (country only), and the preferred language used to display our website. Hotjar stores this information on our behalf in a pseudonymized user profile and is contractually forbidden to sell any of the data collected on our behalf. For further details, please see the 'about Hotjar' section of [Hotjar's support site.](#)