

COOKIES POLICY

There are instances where we may use cookies to gather information regarding our services in a mathematical collection for our website and our advertisers.

Any information collected will not have any identifying data. It is statistical data about our visitors and how they have used our site. No personal details will be shared that could identify you.

We may assemble information about your common internet use with a cookie file. When used, the cookies are downloaded to your computer automatically. The cookie is stored on the hard drive, with transferred information. The data sought by the cookie helps us improve our website and any service offered to you.

Your browser has the ability to decline cookies. This is done by setting your browser options to decline all cookies.

Note: if you do decline the download of cookies, some aspects of our site may not work or allow you access. We use Google Analytics tracking cookies to collect anonymous traffic data about your use of this website.

This information is stored by Google and subject to their privacy policy, which can be viewed here: <http://www.google.com/privacy.html>. Google Analytics collects information such as pages you visit on this site, the browser and operating system you use and time spent viewing pages.

The purpose of this information is to help us improve the site for future visitors.

The following cookies are set by Google Analytics:

utma Cookie

A persistent cookie – remains on a computer, unless it expires or the cookie cache is cleared. It tracks visitors. Metrics associated with the Google utma cookie include: first visit (unique visit), last visit (returning visit). This also includes Days and Visits to purchase calculations which afford ecommerce websites with data intelligence around purchasing sales funnels.

utmb Cookie & utmc Cookies

These cookies work in tandem to calculate visit length. Google **utmb cookie demarks the exact arrival time, then Google utmc registers the precise exit time of the user. Because utmb counts entrance visits, it is a session cookie, and expires at the end of the session, e.g. when the user leaves the page. A timestamp of 30 minutes must pass before Google cookie utmc expires. Given utmc cannot tell if a browser or website session ends. Therefore, if no new page view is recorded in 30 minutes the cookie is expired. This is a standard ‘grace period’ in web analytics. Ominture and WebTrends among many others follow the same procedure.** utmz Cookie

Cookie **utmz monitors the HTTP Referrer and notes where a visitor arrived from, with the referrer siloed into type (Search engine (organic or cpc), direct, social and unaccounted). From the HTTP Referrer the utmz Cookie also registers, what keyword generated the visit plus geolocation data.**