

4 Purposes

Strictly Necessary:

These cookies are essential to the operation and security of our website.

Cookie name	Provider	Purpose	Type	Expiration
__cfduid	CloudFlare	Used by the content network, Cloudflare, to identify trusted web traffic and detect malicious users to our site.	First party-Persistent	30 days
__cfduid	OneTrust	Used by the content network, Cloudflare, to speed up page load times.	First party-Persistent	30 days
__epiXSRF	Episerver	This cookie ensures the integrity and confidentiality of any POST/Submits.	First party-Session	End of session
RegionModalCookie	Episerver	This cookie is used by the 'SelectedRegion' cookie to determine whether the region value is set or not.	First party-Persistent	90 days
SelectedRegion	Episerver	Sets your region and remembers this on additional visits.	First party-Persistent	90 days
ASP.NET_SessionId	Episerver	Preserves your session state across page requests.	First party-Session	End of session
TiPMix	Episerver	This is used for load balancing.	First party-Persistent	1 day
x-ms-routing-name	Episerver	This is used for load balancing.	First party-Persistent	1 day
_dc_gtm_UA-#	Google Analytics	This cookie utilizes Google Tag Manager to load other scripts and code into our pages.	First party-Persistent	1 day
.ASPXANONYMOUS	Windows Azure	This works alongside "ASP.NET_SessionId" and enables us to maintain an anonymous user-id across page requests.	First party-Persistent	69 days
AI_buffer	Windows Azure	Set by Microsoft Application Insights to allow Microsoft to monitor the health and status of the server and website.	First party-Session	End of session

AI_sentBuffer	Windows Azure	Set by Microsoft Application Insights to allow Microsoft to monitor the health and status of the server and website.	First party-Session	End of session
ARRAffinity	Episerver	Load-balancing cookie to route the request made through a web browser to the same server in any browsing session.	First party-Session	End of session
OptanonConsent	OneTrust	This cookie remembers your preferences and enables categories of selected cookies.	First Party-Persistent	365 days
OptanonAlertBoxClosed	OneTrust	This remembers the status of OneTrust cookie preferences alert box.	First Party-Persistent	365 days
__RequestVerificationToken	Episerver	Anti-forgery cookie designed to stop unauthorised posting of content to our website.	First party-Session	End of session
.AspNet.ApplicationCookie	Episerver	This session cookie is used to store account information for the duration of the session.	First Party-Persistent	31 minutes
ARRAffinitySameSite	Episerver	Load-balancing cookie to route the request made through a web browser to the same server in any browsing session.	First party-Session	End of session

Analytics & Functional:

These cookies help us to improve the way our website works, as well as personalising it according to your preferences.

Cookie name	Provider	Purpose	Type	Expiration
_ga	Google Analytics	Used to distinguish unique users to our website	First party-Persistent	730 days
_gid	Google Analytics	Used to group the user behaviour together for each user.	First party-Persistent	1 day
_gat	Google Analytics	Used to throttle the request rate - limiting the collection of data on high traffic sites.	First party-Persistent	10 minutes
_gali	Google Analytics	Used to determine which links on a page are being accessed	First party-Persistent	1 day
_gat_UA-#	Google Analytics	Used to collect information about how you use the website.	First party-Session	End of session

_gclxxxx	Google Analytics	Google conversion tracking cookie.	First party-Persistent	90 days
Collect	Google Analytics	Sends data to Google Analytics about your device and behaviour.	Third party-Session	End of session
__utmv	Google Analytics	Enables us to track your behaviour and measure our site performance.	Third party-Persistent	52 days
__utma	Google Analytics	Used to distinguish users and sessions	Third party-Persistent	52 days
ai_user	Microsoft Insights	It collects statistical usage and telemetry information for apps built on the Azure cloud platform	First party-Persistent	365 days
ai_session	Microsoft Insights	Preserves users states across page requests	First party-Persistent	30 minutes
local_storage_support_test	Twitter	This function allows Twitter to load their site faster by pre-loading certain procedures.	Third party-Persistent	Persistent
VISITOR_INFO1_LIVE	Youtube	Estimates your bandwidth on pages with integrated YouTube videos.	Third party-Persistent	179 days
p.gif	Typekit	Keeps track of special fonts used on the website for internal analysis.	Third party-Session	End of session
yt-remote-cast-installed	YouTube	Used to regulate the behaviour of the integrated YouTube video player. It stores your video player preferences.	Third party-Session	End of session
yt-remote-connected-devices	YouTube	Stores the user's video player preferences for embedded YouTube videos	Third party-Persistent	Persistent
yt-remote-device-id	YouTube	Stores the user's video player preferences for embedded YouTube videos	Third party-Persistent	Persistent
yt-remote-fast-check-period	YouTube	Stores the user's video player preferences for embedded YouTube videos	Third party-Session	End of session
yt-remote-session-app	YouTube	Stores the user's video player preferences for embedded YouTube videos	Third party-Session	End of session
yt-remote-session-name	YouTube	Stores the user's video player preferences for embedded YouTube videos	Third party-Session	End of session

ELOQUA	Eloqua	Collects and transfers contact information from web forms to Eloqua databases and is used to trigger automated processes e.g., confirmation emails.	First party-Persistent	395 days
ELQSTATUS	Eloqua	Recognises when you visit our website and tracks the pages you visit. We use this information to help improve our website	First party-Persistent	395 days
vuid	Vimeo	Used to collect information related to content accessed through Vimeo player, such as duration of play.	Third party-Persistent	730 days
iv	Episerver	Used to collect information about how you use the website.	First Party-Persistent	2 years
is	Episerver	Used to collect information about how you use the website. Used in conjunction with 'iv'	First Party-Session	30 minutes

Targeting or Advertising

We allow trusted third-parties to place cookies through our website in order to deliver advertising to you on other websites. We may also use some of these cookies to retrieve information from web forms for our own marketing database.

Cookie name	Provider	Purpose	Type	Expiration
ads/ga-audiences	Google AdWords	Used in Google AdWords campaigns to re-engage Parallel Reality website visitors elsewhere on the web	Third party-Session	End of session
IDE	Google DoubleClick	Used by Google DoubleClick to register and report your actions after you view or click on one of the advertiser's adverts. This cookie is set with the purpose of measuring the efficiency of an advert and to present targeted adverts to you.	Third party-Persistent	365 days
test_cookie	Google DoubleClick	Used to check if your browser supports cookies.	Third party-Session	End of session
APISID	Google DoubleClick	This is set by Google, and used to build a profile of your interests and show you relevant ads on other sites.	Third party-Persistent	52 days
HSID	Google DoubleClick	Used by Google in combination with SID to verify your account and most recent login time.	Third party-Persistent	52 days
SAPISID	Google DoubleClick	This is set by Google, and used to build a profile of your interests and show you relevant ads on other sites	Third party-Persistent	52 days

SID	Google DoubleClick	This cookie is used by Google in combination with HSID to verify your account and most recent login time.	Third party- Persistent	52 days
SSID	Google DoubleClick	This cookie reports information about your use of our website and any advertising that you may have seen before visiting.	Third party- Persistent	52 days
id	Google DoubleClick	This cookie builds a profile of your interests and shows you relevant ads on other sites.	Third party- Persistent	52 days
lang	Twitter	Remembers the language you selected for the website	Third party- Session	End of session
__cfduid	workable.com	Used by workable.com to assign a unique visitor ID.	Third party- Persistent	3308 days
AnalyticsSyncHistory	linkedin.com	This domain is owned by LinkedIn, the business networking platform. It typically acts as a third-party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. For this reason, it is classified as a primarily tracking/targeting domain.	Third party- Persistent	30 days
CONSENT	youtube.com	YouTube is a Google owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites.	Third party- Persistent	6180 days
lang	linkedin.com	This cookie is used to collect visitor behaviour in order to present more relevant advertising.	Third party- Session	End of session
lidc	LinkedIn	Used for routing. Used in connection with lissc	Third party- Persistent	24 hours
lissc	LinkedIn	These cookies are set by LinkedIn for tracking the use of embedded services, sign-in with LinkedIn, and/or LinkedIn follow feature.	Third party- Persistent	365 days
bcookie	LinkedIn	Used by LinkedIn for identifying the browser ID and sharing the content of the website via social media.	Third party- Persistent	730 days

bscookie	LinkedIn	Used by LinkedIn for tracking the use of embedded services.	Third party-Persistent	730 days
UserMatchHistory	LinkedIn	Used to track you on multiple websites, in order to present relevant advertisement based on your preferences.	Third party-Persistent	30 days
guest_id	Twitter	This cookie is set by Twitter to identify and track you.	Third party-Persistent	52 days
personalization_id	Twitter	This cookie reports information about how you use the website and any advertising that you may have seen before visiting.	Third party-Persistent	511 days
__widgetsettings	Twitter	Used to track and analyse advertising across the Twitter platform. It personalises your experience and remembers your preferences, such as customizing content and stories, as well as more relevant advertising	Third party-Persistent	Persistent
i/jot/syndication	Twitter	These cookies are set by Twitter as a result of the integration of our Twitter feed with our website.	Third party-Session	End of session
auth_token	Twitter	Enables Twitter to track your activity from Twitter ads on our website, and also to allow users to share content from our websites.	Third party-Persistent	5037 days
remember_checked	Twitter	Used by Twitter as part of their embedded services. It determines whether you are logged into Twitter during your browser session.	Third party-Persistent	1385 days
remember_checked_on	Twitter	Used by Twitter as part of their embedded services. It determines whether you are logged into twitter during your browser session.	Third party-Persistent	1386 days
secure_session	Twitter	Provides integration with the twitter website (visitor identification).	Third party-Persistent	5037 days
twll	Twitter	To track visitor information and for security authentication.	Third party-Persistent	1385 days
GPS	YouTube	Registers a unique ID on mobile devices to enable tracking based on your geographical GPS location.	Third party-Persistent	1 day
dkv	YouTube	Set by YouTube to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign.	Third party-Session	End of session
YSC	YouTube	Registers a unique ID to keep statistics of videos from YouTube you have viewed.	Third party-Session	End of session

gt	Twitter	Used by Twitter to improve its own service, to personalize content and enable additional features for logged-in Twitter users, and to target Twitter ads.	Third party- Persistent	2 years
awxxxx	g.adspeed.net	This is set when you click on one of our links and is used to let the advertiser and us know the website from which you came.	Third party- Persistent	30 days
wmc	Workable	Used by workable.com to assign a unique visitor ID.	Third party- Persistent	10 years
vglnk.Agent.p	Disqus	This cookie is used to collect visitor behaviour in order to present more relevant advertising.	Third party- Persistent	365 days
vglnk.PartnerRfsh.p	Disqus	This cookie is used to collect visitor behaviour in order to present more relevant advertising.	Third party- P	