

*Way of Life.*

**COOKIE POLICY**

## INFORMATION ABOUT OUR USE OF COOKIES

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. By continuing to browse the site, you are agreeing to our use of cookies.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
- **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie	Name	Purpose	More information	Expiry
_hjDonePolls	Hotjar Cookie	Hotjar cookie. This cookie is set once a visitor completes a poll using the Feedback Poll widget. It is used to ensure that the same poll does not re-appear if it has already been filled in.	<a href="https://help.hotjar.com/hc/en-us/articles/115011789248-Hotjar-Cookies">https://help.hotjar.com/hc/en-us/articles/115011789248-Hotjar-Cookies</a>	1 year

_hjMinimized Polls	Hotjar Cookie	Hotjar cookie. This cookie is set once a visitor minimizes a Feedback Poll widget. It is used to ensure that the widget stays minimized when the visitor navigates through your site.	<a href="https://help.hotjar.com/hc/en-us/articles/115011789248-Hotjar-Cookies">https://help.hotjar.com/hc/en-us/articles/115011789248-Hotjar-Cookies</a>	1 year
_hjIncludedIn Sample	Hotjar Cookie	Hotjar cookie. This session cookie is set to let Hotjar know whether that visitor is included in the sample which is used to generate funnels.	<a href="https://help.hotjar.com/hc/en-us/articles/115011789248-Hotjar-Cookies">https://help.hotjar.com/hc/en-us/articles/115011789248-Hotjar-Cookies</a>	1 year
_hjShownFeedbackMessage	Hotjar Cookie	Hotjar cookie. This cookie is set when a visitor minimizes or completes Incoming Feedback. This is done so that the Incoming Feedback will load as minimized immediately if they navigate to another page where it is set to show.	<a href="https://help.hotjar.com/hc/en-us/articles/115011789248-Hotjar-Cookies">https://help.hotjar.com/hc/en-us/articles/115011789248-Hotjar-Cookies</a>	1 year
_hjid	Hotjar Cookie	Hotjar cookie. This cookie is set when the customer first lands on a page with the Hotjar script. It is used to persist the Hotjar User ID, unique to that site on the browser. This ensures that behaviour in subsequent visits to the same site will	<a href="https://help.hotjar.com/hc/en-us/articles/115011789248-Hotjar-Cookies">https://help.hotjar.com/hc/en-us/articles/115011789248-Hotjar-Cookies</a>	1 year

		be attributed to the same user ID.		
_ga	Google Analytics	Used to distinguish users.	<a href="https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage#overview">https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage#overview</a>	2 years
_gid	Google Analytics	Used to distinguish users.	<a href="https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage#overview">https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage#overview</a>	24 hours
_gat	Google Analytics	Used to throttle request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named <code>_dc_gtm_&lt;property-id&gt;</code> .	<a href="https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage#overview">https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage#overview</a>	1 minute
OT2	Versatag	This domain is owned by Sizmek (formerly DG MediaMind). They provide multi-platform targeted advertising services.		3 Months
u2	Versatag	This domain is owned by Sizmek (formerly DG MediaMind). They provide multi-platform targeted advertising services.		3 Months
OT_8817	Versatag	This domain is owned by Sizmek (formerly DG MediaMind). They provide multi-platform targeted		Session

		advertising services.		
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Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

If you do not want to accept cookies, you can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

Except for essential cookies, all cookies will expire after the periods set out in the table above.

For further information about cookies and how to disable them please go to the Information Commissioner's webpage on cookies: <https://ico.org.uk/for-the-public/online/cookies/>.