

# Cookie Policy

## What are cookies?

Cookies are small text files stored on your device when you visit our website. These cookies help us to personalize your experience and provide relevant functionality.

## How and why do we use cookies?

We use cookies to improve your experience on our website, remember your preferences, personalize content and ads, provide social media features, and analyze our traffic.

## Types of cookies

There are several types of cookies we use:

**Analytics cookies:** These cookies help us understand how users interact with our website.

**Advertising cookies:** These cookies are used to personalize the advertisements you see on our site and other sites.

**Functionality cookies:** These cookies allow our website to remember the choices you make and provide enhanced, more personal features.

**Tracking cookies:** These cookies are placed by third parties on our website. They are used to track your interaction with our website and for marketing purposes.

**Third-party cookies:** These cookies are placed by third parties on our website. They are used to track your interaction with our website and for marketing purposes.

## Cookies we use

Here we explain the cookies we use on our website:

**\_ga:** This is an analysis cookie set by Google Analytics. It is used to distinguish users and has a duration of 2 years.

**google\_customer\_id:** This is an advertising cookie set by Google Ads. It is used to personalize advertisements and lasts for 13 months.

**gcl\_a:** This is an advertising cookie placed by Google AdSense. It is used to experiment with advertising efficiency across websites using their services. It has a duration of 3 months.

**\_hjSessionUser\_1682592:** This is a functionality cookie set by Hotjar. It is used for user recording functionality, which provides tracking data on how the user is interacting with the website. It has a session lifetime.

**PHPSESSID:** This is a native PHP functionality cookie. It allows the website to store serialised state data. On this website it is used to establish user sessions by passing state data through a temporary cookie also known as a session cookie. It has a session lifetime.

**\_ga\_YD17PQCGPS:** This is an analytics cookie set by Google Analytics. It is used to store and count page visits. It has a duration of 2 years.

**\_clck:** This is a tracking cookie set by Microsoft Clarity. It is used to understand how users interact with the website. It lasts for 1 year.

**\_ga\_EXNFPFVZ2J:** This is an analysis cookie set by Google Analytics. It is used to distinguish users and lasts for 2 years.

**uetsid:** This is a session cookie set by Microsoft Ads. It is used to store the user's session ID, allowing Microsoft Ads to track user interactions during a single browsing session. This helps measure the effectiveness of advertising campaigns. It has a duration of 30 minutes (the duration may vary depending on the website's specific configuration).

**uetvid:** This is a persistent cookie set by Microsoft Ads. It is used to store a unique visitor ID, allowing Microsoft Ads to track an individual user across multiple browsing sessions. This helps understand user behavior over time and measure the effectiveness of advertising campaigns. It has a duration of 1 year (the duration may vary depending on the website's specific configuration).

## Cookie consent

By using our website, you consent to the use of cookies through this Cookie Policy. If you do not accept the use of these cookies, please disable their use in your browser settings.

## How to manage cookies

You can allow, block, or delete cookies installed on your computer by configuring the options of the browser installed on your computer. In the following links, you will find additional information on the configuration options for cookies in the most common browsers:

**Google Chrome:** <https://support.google.com/chrome/answer/95647?hl=en>

**Mozilla Firefox:** <https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox>

**Safari:** <https://support.apple.com/en-us/guide/safari/sfri11471/mac>

**Microsoft Edge:**

<https://support.microsoft.com/en-us/windows/delete-and-manage-cookies-168dab11-0753-043d-7c16-ed5947fc64d>

Please visit these pages for detailed instructions on how to manage cookies in each browser. Please note that disabling cookies may affect the functionality of many websites.