

# Cookie Policy

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. 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.

The table below explains the cookies we use and why.

Type of technology	Description
Cookies	A cookie is a small file placed onto your device that enables features and functionality. Any browser visiting our sites may receive cookies from us or cookies from third parties such as our customers, partners or service providers. We or third parties may also place cookies in your browser when you visit non-Prosperon sites that display ads or that host our plugins or tags. We use session cookies to estimate our audience size and usage pattern.

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 and we cannot accept any liability for the third party's compliance with its legal obligations. These cookies are likely to be analytical/performance cookies or targeting cookies:

**Mautic** For more information about what Mautic collects, please see the Mautic Privacy Policy: <https://mautic.com/privacy-policy>

**Google** For more information about what Google collects and to opt out of interest-based advertising, please see: [https://support.google.com/ads/answer/2662922?hl=en&ref\\_topic=7048998](https://support.google.com/ads/answer/2662922?hl=en&ref_topic=7048998)

**LinkedIn** For more information about what LinkedIn collects, please see the LinkedIn cookie policy at: <https://www.linkedin.com/legal/cookie-policy>

**Twitter** For more information about what Twitter collects when you use Twitter buttons on our website or visit pages on our Site that include these buttons, please see: <https://twitter.com/en/privacy>

**Facebook Connect** For more information about what Facebook collects when you use Facebook buttons on our website, please see: <https://www.facebook.com/about/privacy/#YouTube>. For more information about what YouTube collects when you place a video on our website or visit pages on our Site that include these buttons, please see: [https://support.google.com/youtube/answer/7671399?p=privacy\\_guidelines&hl=enGB&visit\\_id=1-636626642952456070-1926392987&rd=1](https://support.google.com/youtube/answer/7671399?p=privacy_guidelines&hl=enGB&visit_id=1-636626642952456070-1926392987&rd=1)

**Zendesk Chat** (formerly Zopim). For more information about what Zendesk Chat collects, please see the Zendesk Chat privacy policy: <https://www.zopim.com/privacy.html>

**CloudFlare** For more information about what CloudFlare collects, please see the CloudFlare privacy policy at: <https://www.cloudflare.com/privacypolicy/> DoubleClick. For more information about what DoubleClick collects, please see the DoubleClick privacy policy at: [https://support.google.com/dfp\\_premium/answer/2839090?hl=en](https://support.google.com/dfp_premium/answer/2839090?hl=en)

Google Analytics, AdWords and Remarketing. For more information about Google Analytics cookies, please see help pages and privacy policy of Google Inc. (Google) at: [https://www.google.de/intl/en\\_uk/policies/](https://www.google.de/intl/en_uk/policies/) and <https://developers.google.com/analytics/devguides/collection/analyticsjs/help>

Google Analytics is a web analytics service provided by Google to help us analyse how users use the Website. The information generated by the cookie about your use of the Website (including your IP address) will be transmitted to and stored by Google on servers in the United States. In case of activation of the IP anonymization, Google will truncate/anonymize the last octet of the IP address for Member States of the European Union as well as for other parties to the Agreement on the European Economic Area. Only in exceptional cases, the full IP address is sent to and shortened by Google servers in the USA.

Google will not associate your IP address with any other data held by Google. Google has developed the Google Analytics opt-out browser add-on; if you want to opt out of Google Analytics, you can download and install the add-on for your web browser at: <https://tools.google.com/dlpage/gaoptout?hl=en-GB> More Information on Online Targeted Advertising

- EU Users: A guide for EU users on behavioural advertising and online privacy has been produced by the internet advertising industry which can be found at: <http://www.youronlinechoices.eu/>

- US Users: For more information and to opt out of ad networks operated by members of the Digital Advertising Association (DAA), visit through the DAA AdChoices page: [www.aboutads.info/choices](http://www.aboutads.info/choices)
- Canadian Users: Users in Canada should go to the DAA's Canadian AdChoices page: <http://youradchoices.ca/choices/>
- 3 International Chamber of Commerce United Kingdom: Information on the ICC (UK) UK cookie guide can be found on the ICC website section: <http://www.international-chamber.co.uk/our-expertise/digitaleconomy>

#### De-activating cookies

Advertising cookies can be de-activated by visiting the consumer page to manage the use of these types of cookies, please visit the consent management solution.

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 30 days.