COOKIE POLICY

December 2017
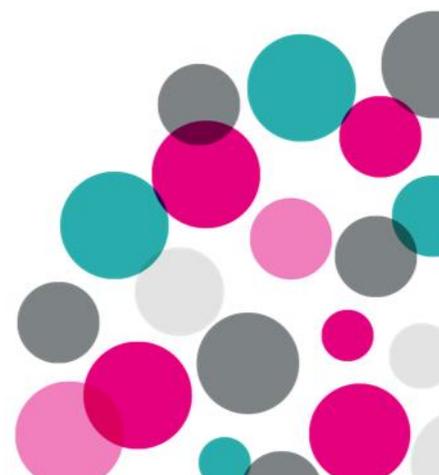
Cookie Notice

Accessing our website tells us you are happy to receive all our cookies; however, you can change your cookie settings at any time.
Find out more (hyperlinks to web cookie policy below)

Web Cookies

Cookies are small text files that are placed on to your computer by websites that you visit. They are used to make websites work, to improve efficiency of websites, to improve the user's experience and to provide usage information on websites. This information should make your website visits more productive by storing and using information on your website preferences and habits.

Your web browser can choose whether or not to accept cookies. Most web browser software is initially set up to accept them.

We may offer cookies to you and you should ensure that your web browser is set up to not accept cookies if you do not wish to receive them. Please note that if you disable cookies, some services or website functionality may not be available. For further information about cookies and how to disable them please go to aboutcookies.org. We use the following cookies:

- **Essential 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, and to use online forms.
- **Analytical 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.
- **Marketing 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. These cookies also 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, the advertising displayed on it and communications sent more relevant to your interests.

By continuing to use this site, you are accepting our use of these cookies that make advertising and communications more relevant to you and your interests, and further help us to improve the site.

Full list of Cookies Used

This web site may use the following cookies
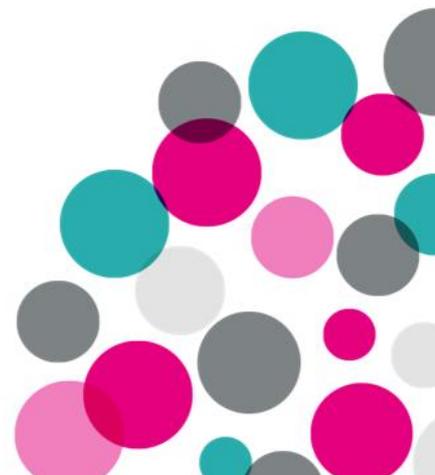
Google Analytics

_utma, _utmb, _utmc, _utmz

Google Analytics cookies do not collect personal data about our website visitors.

The data collected by Google Analytics is used to analyse how frequently the same people revisit the website, how the website is found (from advertising or referring websites), and which pages are most frequently viewed. This information is combined with data from thousands of other users to create an overall picture of website use, and is never identified individually or personally and is not linked to any other information we store about you.

YouTube

SID, LOGIN_INFO, use_hotbox, PREF, SSID, HSID, watched_video_id_list, __utma, __utmz, demographics, VISITOR_INFO1_LIVE

Various unique identifiers, as well as login information that may relate to a Google account. Google set a number of cookies on any page that includes a You Tube video. While we have no control over the cookies set by Google, they appear to include a mixture of pieces of information to measure the number and behaviour of You Tube users, including information that links your visits to our website with your Google account if you are signed in to one. Information about your use of our website, including your IP address, may be transmitted to Google and stored on servers in the United States. This cookie does not identify you personally unless you are logged into Google, in which case it is linked to your Google account

Google's Privacy Policy

Opt out of Google Analytics

HubSpot

HubSpot's tracking code sets the following cookies, when a user visits our site:
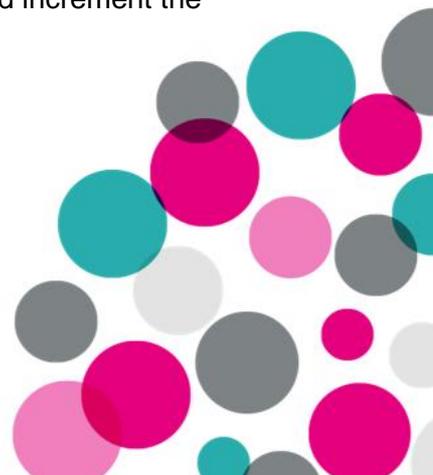
__hstc
The main cookie for tracking visitors. It contains: the domain, utk (see below), initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session)
(Expires: 2 years)

hubspotutk
This cookie is used for to keep track of a visitor's identity. This cookie is passed to HubSpot on form submission and used when deduplicating contacts.
(*Expires: 10 years*)

__hssc
Cookie for keeping track of sessions. This is used to determine if we should increment the

session number and timestamps in the __hstc cookie. It contains: the domain, viewCount (increments each pageView in a session), session start timestamp.
(Expires: 30 min)

__hssrc
Whenever HubSpot changes the session cookie, this cookie is also set. We set it simply to the value "1", and use it to determine if the user has restarted their browser. If this cookie does not exist when we manage cookies, we assume it is a new session.
(Expires: None. Session cookie)

__hs_opt_out
This cookie is used by the opt-in privacy policy to remember not to ask the user to accept cookies again. This cookie is set when you give users the choice to opt out of cookies.
(Expires: 2 years)

__hs_do_not_track
This cookie can be set to prevent the tracking code from sending any information to HubSpot. Setting this cookie is different from opting out of cookies, which still allows anonymized information to be sent to HubSpot.
(Expires: 2 years)

__hs_testcookie
This cookie used to test whether the visitor has support for cookies enabled.
(Expires: Session cookie)

hsPagesViewedThisSession
This cookie used to keep track of page views in a session.
(Expires: Session cookie)

WOW Analytics

wow.session

A standard session cookie served by the web server.
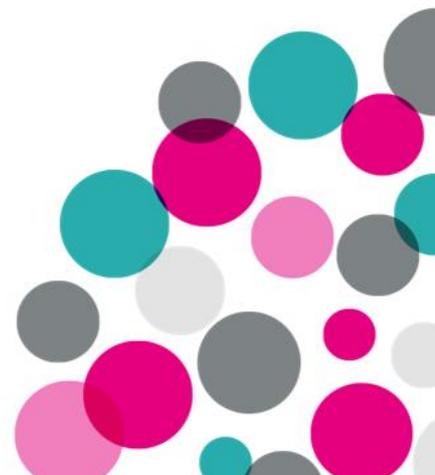
(Expires: Session cookie)

wow.anonymousid

Does not store user data, only stores active menu node over post-back

(Expires: 2 years)

wow.schedule

Standard session cookie served by the web server.

(Expires: Session cookie)

wow.utmvalues

Stores the UTM values for the session. Does not store user data, only stores active menu node over post-back

(Expires: Session cookie)

wow.trackingdata

CommuniGator encrypted identifier for the session. A1st party cookie which is only used by GatorMail integration so GatorLeads (previously known as WOW Analytics) knows email contacts visiting website.

(Expires: Session cookie)

wow.data

CommuniGator encrypted identifier for the session. A1st party cookie which is only used by GatorMail integration so GatorLeads (previously known as WOW Analytics) knows email contacts visiting website.

(Expires: 2 years)

ASPXAUTH

Authentication cookie served by the CommuniGator product

(Expires: Session cookie)

ASP.NET_SessionId

Standard session cookie served by the web server

(Expires: Session cookie)