Cookie Policy

Last updated: 24/11/2025

This Cookie Policy explains what cookies are, how we use them, the types of cookies we use (i.e., the information we collect using cookies and how that information is used), and how to manage your cookie settings.

What are cookies?

Cookies are small text files used to store small pieces of information. They are stored on your device when a website loads in your browser. These cookies help ensure that the website functions properly, enhance security, provide a better user experience, and analyse performance to identify what works and where improvements are needed.

How do we use cookies?

Like many online services, our website uses both first-party and third-party cookies for various purposes. First-party cookies are primarily necessary for the website to function properly and do not collect any personally identifiable data.

The third-party cookies used on our website primarily help us understand how the website performs, track how you interact with it, keep our services secure, deliver, and enhance your overall user experience while improving the speed of your future interactions with our website.

Types of cookies we use

Necessary

Necessary cookies are required to enable the basic features and necessities of this site, such as adjusting your consent preferences, and preventing cyber-attacks. These cookies do not store any personally identifiable data.

Cookie Group	Providers	Retention	Purpose
Cloudflare Security Cookies	Cloudflare (`__cf_bm` , `_cfuvid`)	30 minutes – Session	Detect bots, prevent abuse, and protect the site.
Google Account Security Cookies	Google (`SID` , `HSID` , `SSID` , `APISID` , `SAPISID` , `SIDCC` , `AEC` , `__Secure-1*` , `__Secure-3*`)	6 months – 2 years	Authenticate Google users, secure sessions, prevent fraud, and maintain account integrity.
LinkedIn Security Cookies	LinkedIn (`liap` , `lidc`)	1 day – 1 year	Secure LinkedIn login features and enable correct data-centre routing.
Wix Security/Preference Cookies	Wix (`XSRF-TOKEN` , `svsession` , `consent-policy`)	Session - 2 years	Prevents CSRF attacks for safe form submissions.
PerimeterX Security Cookies	PerimeterX/Wix (`pxvid`)	1 year	Distinguishes real users from bots and protects from automated attacks.

Functional

Functional cookies help perform certain functionalities like sharing the content of the website on social media platforms, collecting feedback, and other third-party features.

Cookie Group	Providers	Retention	Purpose
LinkedIn Preference Cookies	LinkedIn (`lang`)	Session	Stores language settings for embedded LinkedIn features.
HubSpot Preference Cookies	HubSpot (`__hs_cookie_cat_pref` , `hs_high_contrast`)	Up to 1 year	Stores consent choices and accessibility (high contrast) preferences.
Wix Preference Cookies	Wix (`userType` , `wixClient` , `wixLanguage`)	Session – 1 year	Remember user roles, language, and personalised site preferences.
Intercom Continuity Cookies	Intercom (`intercom-device-id` , `intercom-session-<id>`)	1 week - 9 months	Identifies visitor device and maintains chat session continuity across page visits.

Analytics

Analytical cookies are used to understand how visitors interact with the website. These cookies help provide information on metrics such as the number of visitors, bounce rate, traffic source, etc.

Cookie Group	Providers	Retention	Purpose
Google Analytics Cookies	Google (`_ga` , `_ga_*` , `FPID`)	Up to 2 years	Measure website usage, traffic sources, sessions, and engagement.
HubSpot Analytics Cookies	HubSpot (`__hstc` , `hubspotutk` , `_conv_r` , `_conv_v` , `_cq_duid` , `_hssrc`)	6 months – 1 year	Track visitor behaviour, session counts, referral data, and form submissions.
Microsoft Clarity Analytics	Microsoft (`_clck`)	1 year	Heatmapping, behaviour analytics, and session insights.
LinkedIn Analytics Cookies	LinkedIn (`AnalyticsSyncHistory` , `UserMatchHistory` , `sdui_ver`)	30 days – Session	Sync analytics identifiers and measure cross-site performance.
Adobe Analytics Cookies	Adobe (`gpv_pn` , `s_ips` , `s_tp` , `s_tslv`)	Session – 1 month	Analyse navigation, engagement, and viewport characteristics.
Wix Performance Cookies	Wix (`_wix_browser_sess` , `wixSession2` , `bSession`)	Session – 30 minutes	Monitor system performance and maintain session functionality.

Advertisement

Advertisement cookies are used to analyse the effectiveness of ad campaigns.

Cookie Group	Providers	Retention	Purpose
Google Advertising Cookies	Google (`_gcl_au` , `__Secure-3*`)	90 days – 2 years	Store ad click data, measure conversions, and enable personalised ads.
Meta (Facebook) Advertising	Meta (`_fbp`)	3 months	Deliver personalised ads and measure ad effectiveness.
Microsoft Ads / Bing UET Cookies	Microsoft (`_uetvid`)	1 year	Create advertising identifiers and measure conversions.
LinkedIn Advertising Cookies	LinkedIn (`_guid` , `li_sugr` , `lms_ads` , `lms_analytics` , `dfpfpt` , `fptctx2`)	30 days – 6 months	Personalise ads, measure campaign performance, and retarget visitors.
Adobe Audience Manager (AAM)	Adobe (`aam_uuid`)	1 month	Create audience segments for targeted advertising.
ImpactRadius Affiliate Tracking	Impact Radius (`IR_PI`)	1 year	Tracks affiliate conversions and prevents duplicate commissions.

Testing/Personalisation

Testing/personalisation cookies don't identify individuals; they store anonymous identifiers to allocate specific variants of a webpage to the user and ensures consistency in variants used.

Cookie Group	Providers	Retention	Purpose
Wix A/B Testing Cookies	Wix (`_wixAB3` , `_wixAB3<id>`)	6 months	Ensures consistency across page visits in site performance tests.
Adobe Target Personalisation	Adobe (`mbox`)	2 weeks	Delivers personalised content variations and A/B test experiences.

Manage cookie preferences

You can modify your cookie settings anytime by using the consent banner on our website. This will allow you to update your preferences or withdraw your consent immediately.

Additionally, different browsers offer various methods to block and delete cookies used by websites. You can adjust your browser settings to block or delete cookies. Below are links to support documents on how to manage and delete cookies in major web browsers.

Chrome: https://support.google.com/accounts/answer/32050

Safari: https://support.apple.com/en-in/guide/safari/sfri11471/mac

Firefox: https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox?redirectslug=delete-cookies-remove-info-websites-stored&redirectlocale=en-US

Internet Explorer: https://support.microsoft.com/en-us/topic/how-to-delete-cookie-files-in-internet-explorer-bca9446f-d873-78de-77ba-d42645fa52fc

If you are using a different web browser, please refer to its official support documentation.

Disabling cookies may affect website performance.