



# Cookies Policy

POL0045:Cookies Policy

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<b>Document Author/s</b>	Ralph Hollingworth
<b>Approved By</b>	Laura Rogers

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# Contents

Cookies Policy ..... 2

1.1 What are cookies? ..... 2

1.2 How do we use cookies? ..... 2

1.3 Third-party cookies ..... 3

1.4 What are your choices regarding cookies? ..... 4

1.5 Where can you find more information about cookies? ..... 4

## Cookies Policy

### 1.1 What are cookies?

A cookie is a small, often encrypted text file, located in browser directories (they can also be known as browser cookies or tracking cookies). Cookies contain information that is transferred to your computer's hard drive. They are placed on the computer or other device by the website that is being viewed in order to improve the ease of access to and use of that site.

### 1.2 How do we use cookies?

Our website uses cookies to distinguish you from other users of our website, to enable us to provide the services available on our website and to monitor and improve our website. Cookies are used by us to help our website users navigate our website efficiently and like most websites, we use cookies to capture certain information about our site's users. We may at times gather certain information about you, including details of your operating system, browser version, domain name and IP address, and the details of the website you linked from to our website. We may use cookies to store information such as your username and your session identifiers to enable us to identify whether you are registered on our website and, if so, to shortcut your access to it. We will only read cookies from your cookie file placed there through your web browser's interaction with our website.

- Necessary cookies – These help us with the day to day running of our website, from remembering your cookie preferences to protecting us from malicious users. These cookies are strictly necessary and do not require consent. You can switch off these cookies in your browser settings but you may then not be able to access all or parts of our website.
- Analytical or performance cookies - These 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. We also use this information to help us to develop new content and to improve the way the website works. These cookies are optional, and they can be blocked.
- 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). Functionality cookies help our website remember who you are and can be useful for creating a more personalised experience. Again, these can be blocked.
- Targeting cookie - These are commonly used for advertising purposes. These are the reasons you might see Ads on social media that relate to a website you have just visited. These can be blocked. We may also share this information with third parties for this purpose so that they can serve you with relevant advertising on their websites.

- Third-Party cookies - Other third-party sites which are linked to and can be accessed from our site such as Facebook, Twitter and LinkedIn also set a variety of cookies over which we have no control.

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

Cookie Title	Purpose /Description	More information	Expires
<b>Necessary Cookies</b>	Enable core functionality like security, network management, and accessibility	<a href="#">Learn more about necessary cookies.</a>	<b>Session only</b> or up to <b>12 months</b>
<b>Analytics Cookies</b>	Measure and improve website performance and usage patterns (e.g., __hstc, __hssc)	<a href="#">Learn more about analytics cookies.</a>	<b>13 months</b> (standard for HubSpot)
<b>Advertisement Cookies</b>	Personalize advertising and track campaign effectiveness	<a href="#">Learn more about advertisement cookies.</a>	<b>6 to 13 months</b> , depending on user consent and ad provider policies
<b>Functionality Cookies</b>	Store user preferences and enhance the experience (e.g., language, chat history like messagesUtk)	<a href="#">Learn more about functionality cookies.</a>	<b>13 months</b> (HubSpot defaults)

### 1.3 Third-party cookies

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

Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.

<https://www.google-analytics.com/analytics>

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third-party advertisers.

<https://www.google-analytics.com/analytics>

<https://www.linkedin.com/countserv/count/share>

## **1.4 What are your choices regarding cookies?**

In most circumstances, you can modify the settings of your browser to accept or reject all cookies or as an alternative to be notified when a cookie is set. To view your security settings access the Internet Options within the tools menu in your browser and select the Privacy tab to choose a privacy setting for the Internet zone you are in.

Third Party Cookies -

To deactivate the use of third party advertising cookies, you may visit the relevant consumer page to manage the use of these types of cookies.

If you have any questions or concerns about our use of cookies, please email us at [marketing@lima.co.uk](mailto:marketing@lima.co.uk) or visit [www.lima.co.uk](http://www.lima.co.uk)

## **1.5 Where can you find more information about cookies?**

For further information on cookies and cookie settings, including how to disable or delete them cookies, visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

Selecting not to receive cookies can mean that certain services, such as online forums or previous registration identification cannot then be provided