

# Vertus Cookie Policy

## Use of Cookies by Vertus

Cookies are small text files that are placed on your computer by websites that you visit. Broadly a cookie distinguishes you from other visitors to our websites and stores information about your website visits and your preferences each time you visit. They are widely used in order to make websites work in the way intended and to enable us to provide the services you request, as well as to provide information to the site owner and third parties. There are different types of cookies:

## Types of Browser cookies

### Session cookies

These are specific to your browsing session and expire when your browser is closed or when you leave the site. These cookies ensure that you are recognised when you move from page to page within the sites, and any information entered is remembered.

### Permanent/persistent cookies

These cookies remain, even when you have closed the browser. These cookies remember information such as your login details, so you don't have to type them in every time you use the sites. Permanent cookies are stored on your device (browser or mobile device), and expire at a fixed point in time, or until you choose to delete them.

### First and Third-party cookies

First-party cookies are those set by Vertus to make our website easier to use and they only retain the personal information you provide including your IP address. Third-party cookies are placed by external parties rather than the website's owner and are typically persistent. Most third party cookies are tracking cookies created by forms that display adverts for goods similar to the ones you show interest in or purchase. Cookies aren't inherently dangerous and they don't infect your computer with malicious viruses or malware but to some users they raise privacy considerations so data protection laws require websites to provide you with relevant information so you can manage your preferences.

Cookies also have different functions:

### Strictly necessary cookies

These cookies are required for the sites to work correctly, e.g. allowing you to use your credentials to register, log in and access member-only articles and resources.

Vertus authentication cookies load to make it easier for you to log on and use the sites during future visits. They will remember your IP address and the settings associated with it and allow us to edit the content of our sites for you so that you see information that is relevant to your chosen subscription and account settings.

Vertus security cookies help keep our sites secure. We may use persistent cookies, which will help us to ensure we have identified the same device is logging into the correct account. These types of cookies also help with our anti-spam measures and may help us to prevent phishers, scammers and unauthorised login attempts to your account.

### **Performance (or Functionality) cookies**

Our performance cookies collect information about how visitors are using the sites to ensure users of the Sites have the best possible experience, such as assisting with your navigation, ensuring pages load up quickly and respond faster to your requests, and so that you find what you are looking for easily. They help us understand which pages are most popular, when errors are being generated, and testing different designs. Additionally, performance cookies allow us to count the number of visitors and measure how effective advertising metrics, user experience and site performance.

### **Targeting and/or advertising cookies**

These cookies track your visits to the sites, the links you have clicked and the articles you have viewed. Vertus uses this information to target and personalise our advertising, so that is more relevant to your needs.

The table below explains the cookies we use and why.

#### **First Party Cookies**

<b>Cookie Name</b>	<b>Domain</b>	<b>Purpose</b>	<b>Categorisation</b>
ARRAffinity	.my.thisisvertus.com	This cookie is set by websites run on the Windows Azure cloud platform. It is used for load balancing to make sure the visitor page requests are routed to the same server in any browsing session.	Strictly necessary
_hjFirstSeen	.thisisvertus.com	The cookie is set so Hotjar can track the beginning of the user's journey for a total session count. It does not contain identifiable information. Rather than using an IP address, this	Performance

		cookie assigns a random ID to each user and overlays that with geographic / device information.	
_hjAbsoluteSessionInProgress	.thisisvertus.com	The cookie is set so Hotjar can track the beginning of the user's journey for a total session count. It does not contain identifiable information. Rather than using an IP address, this cookie assigns a random ID to each user and overlays that with geographic / device information.	Performance
_hjIncludedInPageviewSample	www.thisisvertus.com	This cookie is set to let Hotjar know whether that visitor is included in the data sampling defined by your site's pageview limit.	Performance
__hsrc	.thisisvertus.com	This cookie name is associated with websites built on the HubSpot platform. It is reported by them as being used for website analytics.	Performance
_ga	.my.thisisvertus.com	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports.	Performance

_gid	.thisisvertus.com	This cookie is set by Google Analytics. It stores and update a unique value for each page visited and is used to count and track pageviews.	Performance
__hssc	.thisisvertus.com	This cookie name is associated with websites built on the HubSpot platform. It is reported by them as being used for website analytics.	Performance
_gat_UA-149940028-1	.thisisvertus.com	This is a pattern type cookie set by Google Analytics, where the pattern element on the name contains the unique identity number of the account or website it relates to. It is a variation of the _gat cookie which is used to limit the amount of data recorded by Google on high traffic volume websites.	Performance
_gat	.thisisvertus.com	This cookie name is associated with Google Universal Analytics, according to documentation it is used to throttle the request rate - limiting the collection of data on high traffic sites.	Performance
_gid	.my.thisisvertus.com	This cookie is set by Google Analytics. It stores and update a unique value for each page visited and is used to count and track pageviews.	Performance
__hstc	.thisisvertus.com	This cookie name is associated with websites built on the HubSpot platform. It is reported by them as being used for website analytics.	Performance

_ga_3CFWC50EVY	.thisisvertus.com	This cookie is used by Google Analytics to persist session state.	Performance
_ga	.thisisvertus.com	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports.	Performance
hubspotutk	.thisisvertus.com	This cookie is associated with HubSpot who report its purpose is user authentication.	Performance
_fbp	.thisisvertus.com	Used by Meta to deliver a series of advertisement products such as real time bidding from third party advertisers	Targeting
_gcl_au	.thisisvertus.com	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services	Targeting
_uetvid	.thisisvertus.com	This is a cookie utilised by Microsoft Bing Ads and is a tracking cookie. It allows us to engage with a user that has previously visited our website.	Targeting

_gat_gtag_UA_149940028_1	.thisisvertus.com	This cookie is part of Google Analytics and is used to limit requests (throttle request rate).	Targeting
_uetsid	.thisisvertus.com	This cookie is used by Bing to determine what ads should be shown that may be relevant to the end user perusing the site.	Targeting
userdata	api-my.thisisvertus.com	This cookie is placed by thisisvertus.com to register statistical data for users visiting the website	Strictly necessary
ln_or	www.thisisvertus.com	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.	Strictly necessary
_clsk	.thisisvertus.com	A cookie used to store and combine pageviews by a user into a single Microsoft Clarity session recording.	Unclassified
ln_or	my.thisisvertus.com	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator	Strictly necessary
_hjSession_2708741	.thisisvertus.com	A cookie that holds the current session data. This ensures that subsequent requests within the session window will be attributed to the same Hotjar session.	Functional
_clck	.thisisvertus.com	A cookie used to store a unique user ID for Microsoft Clarity.	Functional

### Third Party Cookies

Cookie key	Domain	Purpose	Categorisation
_GRECAPTCHA	www.google.com	Google reCAPTCHA sets a necessary cookie (_GRECAPTCHA) when executed for the purpose of providing its risk analysis.	Strictly necessary
li_gc	.linkedin.com	This is used to understand your consent preferences for the use of non-essential cookies	Strictly necessary
__cf_bm	.hubspot.com	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	Strictly necessary
AnalyticsSyncHistory	.linkedin.com	Used to store information about the time a sync with the lms_analytics cookie took place for users in the Designated Countries	Strictly necessary
SM	.c.clarity.ms	This is a Microsoft MSN 1st party cookie which we use to measure the use of the website for internal analytics.	Targeting
MUID	.clarity.ms	This cookie is widely used by Microsoft as a unique user identifier. It can be set by embedded Microsoft scripts. Widely believed to sync across many different Microsoft domains, allowing user tracking.	Targeting

IDE	.doubleclick.net	This cookie is set by Doubleclick and carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	Targeting
personalization_id	.twitter.com	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	Targeting
lfdc	.linkedin.com	This is a Microsoft MSN 1st party cookie that ensures the proper functioning of this website.	Targeting
UserMatchHistory	.linkedin.com	This cookie is used to track visitors so that more relevant ads can be presented based on the visitor's preferences.	Targeting
CLID	www.clarity.ms	This cookie is usually set by Dstillery to enable sharing media content to social media. It may also gather information on website visitors when they use social media to share website content from the page visited.	Targeting
bcookie	.linkedin.com	This is a Microsoft MSN 1st party cookie for sharing the content of the website via social media.	Targeting
bscookie	.www.linkedin.com	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	Targeting

MUID	.bing.com	This cookie is widely used by Microsoft as a unique user identifier. It can be set by embedded Microsoft scripts. Widely believed to sync across many different Microsoft domains, allowing user tracking.	Targeting
SM	.c.clarity.ms	This is a Microsoft MSN 1st party cookie which we use to measure the use of the website for internal analytics.	Targeting
ANONCHK	.c.clarity.ms	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	Targeting
SRM_B	.c.bing.com	This is a Microsoft MSN 1st party cookie that ensures the proper functioning of this website.	Targeting
lang	.linkedin.com	There are many different types of cookies associated with this name, and a more detailed look at how it is used on a particular website is generally recommended. However, in most cases it will likely be used to store language preferences, potentially to serve up content in the stored language.	Functionality

lang	.ads.linkedin.com	There are many different types of cookies associated with this name, and a more detailed look at how it is used on a particular website is generally recommended. However, in most cases it will likely be used to store language preferences, potentially to serve up content in the stored language.	Functionality
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### How do I change my cookie settings?

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set, visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

Find out how to manage cookies on popular browsers:

- [Google Chrome](#)
- [Microsoft Edge](#)
- [Mozilla Firefox](#)
- [Microsoft Internet Explorer](#)
- [Opera](#)
- [Apple Safari](#)

To find information relating to other browsers, visit the browser developer's website.

To find information about opting out of being tracked by Google Analytics across all websites, visit <http://tools.google.com/dlpage/gaoptout>.