



# COOKIE NOTICE

## USE OF COOKIES

To make full use of the personalised features of our website, your computer, tablet or mobile phone needs to accept Cookies, as we can only provide you with certain personalised features of our website by using Cookies.

arbnco use cookies for the following reasons:

- (i) To estimate our audience size and patterns;
- (ii) To ensure that you are not asked to register twice;
- (iii) To track navigation around our website in order to improve its usability.

Cookies are small text files containing information sent by a web server to a web browser, and stored on your computer, tablet or mobile phone when you visit certain web pages. The information is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.

**"Session cookies"** keep track of you while you navigate our website, and will be deleted from your computer when you close your browser. **"Persistent"** cookies enable our website to recognise you when you visit, and they remain stored on your computer until deleted, or until they reach a specified expiry date. We use both "session" and "persistent" cookies on our website. Find out more about cookies here: <https://www.aboutcookies.org/>

We use Google Analytics to analyse the use of our website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated is used to create reports about the use of our website. Find out more here: <http://www.google.co.uk/intl/en/policies/privacy/>. You will have to select **"Analytics"** and / or **"Performance"** from our Cookie Settings Pop-up.

Cookies do not store sensitive information (for example, your name, address or payment details); they simply hold the 'key' which, once you have logged in to a website, is associated with this information. However, if you prefer to restrict, block or delete Cookies from our website, or any other website, you can use your browser to do this. Each browser is different, so check the 'Help' menu of your particular browser (or your mobile phone's manual) to learn how to change your Cookie preferences. Most browsers allow you to reject all cookies, whilst some browsers allow you to reject just third-party cookies. Blocking all cookies can have a negative impact upon the usability of many websites, including our website. Therefore, we have some cookies in place that are **"Strictly Necessary"** for the performance of the website, and providing the service that is the website.

arbnco will also utilise “**Functionality**” cookies which allow our website to remember choices you make and provide enhanced, more personalised features; “**Targeting**” cookies, which record your visit to our website, the pages you have visited, and the links you have followed; “**Marketing**” cookies, which are used to track visitors across websites to display relevant ads; and “**Social Media**” cookies, which are set by social media services we have added to the site to enable you to share our content.

### THIRD-PARTY COOKIES

When you visit arbnco you may encounter some Cookies that are not related to our website or company. If you go on to a web page that contains embedded content, for example from YouTube or Google Maps, you may be sent Cookies from these websites. If you 'share' our website content with friends through social networks – such as Facebook and Twitter - you may be sent Cookies from these websites. As we have no control over these Cookies, we recommend you check the third-party websites for more information about their Cookies and how to manage them. Third-party cookies may serve different purposes, but the table below will provide information as to where the cookie is from, its purpose, and other useful information.

### MANAGING COOKIES

You can manage your cookie preferences through our cookie settings pop-up or by adjusting your browser settings. Each browser is different, so check the 'Help' menu of your particular browser (or your mobile phone's manual) to learn how to change your cookie preferences.

Most browsers allow you to reject all cookies, whilst some browsers allow you to reject just third-party cookies. Blocking all cookies can have a negative impact on the usability of many websites, including ours. Therefore, we have some cookies in place that are strictly necessary for the performance of the website.

To learn more about the Cookies on your device set by other companies, and opt out of them if you wish, please see the Network Advertising Initiative website. Find out more here: [www.networkadvertising.org/choices/](http://www.networkadvertising.org/choices/)

Here is a list of the main Cookies used by arbnco, and what they are used for:

Name of Cookie	Purpose of Cookie	More Information
_GRECAPTCHA	Google reCAPTCHA sets a necessary cookie (_GRECAPTCHA) when executed for the purpose of providing its risk analysis.	Persistent Expiration: 6 months Strictly Necessary .google.com

li_gc	Used to store guest consent to the use of cookies for non-essential purposes	Persistent Expiration: 6 months Functionality .linkedin.com
VISITOR_PRIVACY_METADATA	This cookie is used to store the user's consent and privacy choices for their interaction with the site. It records data on the visitor's consent regarding various privacy policies and settings, ensuring that their preferences are honoured in future sessions	Persistent Expiration: 6 months Functionality .youtube.com
__cf_bm	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	Persistent Expiration: 30 minutes Strictly Necessary .hubspot.com & .hsforms.com & .hsforms.net
__cfuid	Cookie associated with sites using CloudFlare, used to identify trusted web traffic	Session Strictly Necessary .hubspot.com
AnalyticsSyncHistory	This cookie is to store and track visits across websites	Persistent Expiration: 1 month Analytics .linkedin.com
__hstc	This cookie is used for website analytics, storing time of visit.	Persistent Expiration: 6 months Analytics .hubspot.com
YSC	This cookie is set by YouTube to track views of embedded videos.	Session Marketing .youtube.com
li_sugr	This cookie is used to track users as they interact with LinkedIn services embedded on	Persistent Expiration: 3 months

	websites, which can be used for analytics and targeted advertising purposes.	Marketing .linkedin.com
lfdc	This cookie provides load balancing functionality.	Persistent Expiration: 1 day Functionality .linkedin.com
UserMatchHistory	This cookie is used to track visitors so that more relevant ads can be presented based on the visitor's preferences.	Persistent Expiration: 1 month Marketing .linkedin.com
bscookie	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	Persistent Expiration: 12 months Social Media .linkedin.com
VISITOR_INFO1_LIVE	This cookie is set by YouTube to keep track of user preferences for YouTube videos embedded in sites; it can also determine whether the website visitor is using the new or old version of the YouTube interface.	Persistent Expiration: 6 months Social Media .youtube.com
_cfuid	This cookie is used for purposes of tracking users across sessions to optimize user experience by maintaining session consistency and providing personalized services.	Session Strictly Necessary .hubspot.com
Hubspotutk	This cookie name is associated with websites built on the HubSpot platform. HubSpot report that its purpose is user authentication.	Persistent Expiration: 6 months Functionality .hubspot.com
wordpress_test_cookie	Tests if cookies are enabled on the browser	Session Strictly Necessary

		.Wordpress.com
_ga	Used by Google Analytics to distinguish users	Persistent Expiration: 24 months Performance .google.com
_gid	Used by Google Analytics to distinguish users	Persistent Expiration: 24 hours Performance .google.com
_gat	Used by Google Analytics to throttle request rate	Persistent Expiration: 1 minute Performance .google.com
bcookie	Browser ID cookie used by LinkedIn	Persistent Expiration: 24 months Targeting .linkedin.com
UserMatchHistory	LinkedIn Ads ID syncing	Persistent Expiration: 1 month Targeting .linkedin.com
_fbp	Used by Facebook to deliver a series of advertisement products	Persistent Expiration: 3 months Marketing .facebook.com
Hubspotutk	Keeps track of a visitor's identity	Persistent Expiration: 6 months

		Marketing .hubspot.com
__hssc	Keeps track of sessions	Persistent Expiration: 30 minutes Analytics .hubspot.com
__hssrc	Determines if the user has restarted their browser	Session Analytics .hubspot.com
linkedin_oauth_	Used for LinkedIn authentication	Session Social Media .linkedin.com
_gat_gtag_UA_*	Stores a unique user ID	Persistent Expiration: 1 minute Analytics .google.com
BizographicsOptOut	Stores privacy preferences, used to determine opt-out status for non-members	Persistent Expiration: 10 years Social Media .linkedin.com
lfdc	To facilitate data center selection	Persistent Expiration: 24 hours Social Media .linkedin.com
bscookie	Used for remembering that a logged in user is verified by two factor authentication and has previously logged in	Persistent Expiration: 12 months Social Media .linkedin.com

complianz_policy_id	Stores the ID of the accepted cookie policy to remember the user's consent preferences.	Persistent Expiration: 12 months Functional .linkedin.com
cmplz_stats	Stores whether marketing cookies have been accepted by the user.	Persistent Expiration: 12 months Functional .linkedin.com
cmplz_marketing	Stores whether marketing cookies have been accepted by the user.	Persistent Expiration: 12 months Functional .linkedin.com
complianz_consent_status	Records the user's overall consent status, indicating which categories of cookies have been accepted or rejected	Persistent Expiration: 12 months Strictly Necessary Cookies .linkedin.com
cmplz_functional	Stores whether functional cookies have been accepted by the user.	Persistent Expiration: 12 months Functional .linkedin.com
cmplz_statistics-anonymous	Stores whether anonymous statistical cookies have been accepted by the user.	Persistent Expiration: 12 months Functional .linkedin.com
cmplz_preferences	Stores the user's preferences regarding cookie consent categories.	Persistent Expiration: 12 months Functional .linkedin.com

cmplz_statistics	Stores whether statistical cookies have been accepted by the user.	Persistent Expiration: 12 months Functional .linkedin.com
cmplz_consent_status	Records the user's consent status for various cookie categories.	Persistent Expiration: 12 months Strictly Necessary Cookies .linkedin.com
cmplz_choice	Records the user's choice regarding the consent banner.	Persistent Expiration: 12 months Strictly Necessary Cookies .linkedin.com