Cookies Statement

Welcome to our Cookie Statement!

Our website uses cookies to enhance the user experience, however the user has the final say about the use of cookies on this website.

We are committed to improving the users experience on our website or when using any SidMedia Service and part of the online services we offer require the fundamental implementation of cookies. However, the user has complete control of the cookies and which to accept (and use) and decline (block, delete or not use).

This statement outlines the cookies we use on this website and some SidMedia Services and how the user can control them.

Introduction to our Statement

Our website may use cookies to enhance the user experience or in order to allow our website to operate as intended. This statement outlines how we use cookies on our website. Neither does this statement nor our Privacy Policy cover the use of cookies by any unauthorised third-party services, embedded content, advertisers and/or providers on our website.

What are Cookies?

User's web browsers places cookies, requested by our site, on their device for record-keeping purposes and sometimes to track information about them. Learn more here; https://www.learn-about-cookies.com/

Types of Cookies

Cookies all serve different purposes and are classified according to their type, duration, and what category they fall under. The table below lists all the types, duration length, and categories with detail and description.

Type	
First-Party cookies	Cookies that Wix, our website host, places on this site.
Third-Party cookies	Cookies that are paced and used by third-parties, excluding Wix first-party cookies and from SidMedia.

Duration (or Expiration Time)	
Session (transient) cookies	These cookies are erased when site visitors close their browsers and are not used to collect information from their computers. They typically store information in the form of a session identification that does not personally identify the user.
Persistent (permanent or stored) cookies	These cookies are stored on a site visitor's hard drive until they expire (at a set expiration date) or until they are deleted. These cookies are used to collect identifying information about the user, such as web surfing behaviour or user preferences for a specific site.

Category	
Strictly necessary cookies	These are the cookies that let your visitors browse through your site. They are also necessary for security reasons.
Functional cookies	These cookies "remember" registered visitors/customers in order to improve their user experience.

First-Party Cookies

These are cookies required. The table below provides the cookie name, its duration, and the purpose of the cookie.

Strictly necessary cookies		
Cookie name	**Duration**	**Purpose**
ForceFlashSite	Session	When viewing a mobile site (old mobile under m.domain.com) it will force the server to display the non-mobile version and avoid redirecting to the mobile site
Hs	Session	Security
smSession	Persistent (two days or two weeks)	Identifies logged in site members
XSRF-TOKEN	Session	Security

These are cookies required. The table below provides the cookie name, its duration, and the purpose of the cookie.

Functional cookies		
Cookie name	**Duration**	**Purpose**
svSession	Persistent (two years)	Identifies unique visitors and tracks a visitor's sessions on a site
SSR-caching	Session	Indicates how a site was rendered
smSession	Persistent (two weeks)	Identifies logged in site members

Our website is SSL secured. All information collected is stored securely on our network or on our online services, third-party applications.

Third-Party Cookies

These are cookies required. The table below provides the cookie name, its duration, and the purpose of the cookie.

Functional cookies		
Cookie name	**Duration**	**Purpose**
TS*	Session	Security
TS01*******	Session	Security
TSxxxxxxxx (where x is replaced with a random series of numbers and letters)	Session	Security
TSxxxxxxxx_d (where x is replaced with a random series of numbers and letters)	Session	Security

Additional Cookies

Our website may host additional cookies to enhance the user experience and provide better analytics information to the developers to monitor traffic flow, among other reasons. Any other cookies are listed below:

1. Google Analytics Tracking

Google Analytics Tracking tracks where our Users come from and what they do on our site. Users IP addresses are anonymised, and Google will never save a full copy of any IP address.

We use this data to gain insights and improve the functionality of our website – this data is not currently being used for marketing purposes. Our website, also, does not use targeted advertising ("Ads"), therefore there is no option to make any changes to your 'targeted Ads' preferences on our website.

Opt-Out Browser add-on, download and learn more here support.google.com/analytics/answer/181881?hl=en.

Google Analytics Cookies gtag.js and analytics.js – cookie usage		
Cookie name	**Duration**	**Purpose**
_ga	2 years	Used to distinguish users
_gid	24 hours	Used to distinguish users
_gat	1 minute	Used to throttle request rate. This cookie may be **_dc_gtm_218891944**, depending on how Analytics was deployed on the website
AMP_TOKEN	30 seconds to 1 year	Contains a token that can be used to retrieve a Client ID from AMP Client ID service. Other possible values indicate opt-out, inflight request or an error retrieving a Client ID from AMP Client ID service
_gac_218891944	90 days	Contains campaign related information for the user. Allows Google Ads to read this cookie

Google Analytics Cookies ga.js – cookie usage		
Cookie name	**Duration**	**Purpose**
__utma	2 years from set/update	Used to distinguish users and sessions. The cookie is created when the **javascript** library executes and no existing **__utma** cookies exists. The cookie is updated every time data is sent to Google Analytics
__utmt	10 minutes	Used to throttle request rate
__utmb	30 minutes from set/update	Used to determine new sessions/visits. The cookie is created when the **javascript** library executes and no existing **__utmb** cookies exists. The cookie is updated every time data is sent to Google Analytics
__utmc	End of browser session	Not used in ga.js. Set for interoperability with urchin.js. Historically, this cookie operated in conjunction with the **__utmb** cookie to determine whether the user was in a new session/visit
__utmz	6 months from set/update	Stores the traffic source or campaign that explains how the user reached your site. The cookie is created when the **javascript** library executes and is updated every time data is sent to Google Analytics
__utmv	2 years from set/update	Used to store visitor-level custom variable data. This cookie is created when a developer uses the **_setCustomVar** method with a visitor level custom variable. This cookie was also used for the deprecated **_setVar** method. The cookie is updated every time data is sent to Google Analytics

Google Analytics Cookies Optimize – cookie usage		
Cookie name	**Duration**	**Purpose**
_gaexp	Depends on the length of the experiment, but typically 90 days	Used to determine a user's inclusion in an experiment and the expiry of experiments a user has been included in
_opt_awcid _opt_awmid _opt_awgid _opt_awkid	24 hours	Used for campaigns mapped to Google Ads Campaign IDs
_opt_utmc		Stores the last **utm_campaign** query parameter

For more information about Google Analytics Tracking cookies, please refer to;
https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage.

User Cookies Control

If you want to check the cookies in use on this website, simply click on the locked padlock icon in the address bar of your browser, then select the cookies option. In Google Chrome, it will show you how many cookies are in use (for example, "40 [cookies] in use").

You may choose to set your own web browser to refuse cookies or to alert you when cookies are being sent or used. Blocking cookies may lead to our website, and other websites, not functioning properly.

Here are some useful websites that provide information on deleting and blocking cookies:

- Microsoft - Delete and manage cookies (Internet Explorer)
- Microsoft - Microsoft Edge, browsing data, and privacy

- Apple - Clear the history and cookies from Safari on your iPhone, iPad, or iPod touch
- Apple - Manage cookies and website data in Safari on Mac

- Google - Clear cache & cookies (Chrome on iPhone, iPad, Computer and Android)

All links working at the time of publication of this document.

Alternatively, you can visit; learn-about-cookies.com/how-to-delete-cookies