



# 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**

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Our website may use cookies to enhance the user experience or in order to allow our website, websidmedia.com, 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's new**

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Compared to our previous Cookies Statement (v1.01), a few things have changed in this release of our Cookie Statement (v1.05) for October 2020:

- Changes from our service provider, Wix.com, in their use of cookie and how users can give consent to the use of those cookies have changed the types of cookies that they place on websites created on Wix.com to enable this functionality.
- New guidance on user control of cookies before they are placed on their device and used by our website.
- Some cookies placed by our service provider have changed from functional to necessary.
- To match our service providers terminology, we have changed the following terms: “necessary” to “essential”.
- New *Contact SidMedia* section with helpful information to contact us.

## **What are Cookies?**

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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

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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 placed 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	
Essential cookies	These cookies are vital to keeping a website running smoothly. They are placed by our service provider, Wix.com, for a variety of reasons; to gain consent regarding the use of other functional cookies, or for security reasons. Opting to not use these cookies will make the website unusable and as a result may put the end-user at a greater security risk.
Functional cookies	These cookies are not vital but help create a better web-experience for the end-user, by remembering login details or site preferences for example. These cookies can be better controlled by the user, and they can choose to give consent to their use or not. Functional cookies will still be placed by the web developer, SidMedia, and our service provider, Wix.com.

## First-Party Cookies

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First-party cookies are those placed by our service provider Wix.com. They do this because our website is built on their platform – without these cookies are site would not be able to operate.

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

Cookie name	Duration	Type	Purpose
XSRF-TOKEN	Session	Essential	Used for security reasons
hs	Session	Essential	Used for security reasons
svSession	Session	Essential	Used in connection with user login
SSR-caching	1 minute	Essential	Used to indicate the system from which the site was render
_wixCIDX	3 months	Essential	Used for system monitoring/debugging
_wix_browser_sess	Session	Essential	Used for system monitoring/debugging
Consent-policy	12 months	Essential	Used for cookie banner parameters
smSession	Session	Essential	Used to identify logged in site memebers
TS*	Session	Essential	Used for security and anti-fraud reasons. * replaces a selection of numbers
bSession	30 minutes	Essential	Used for system effectiveness measurements
fedops.logger.sessionId	12 months	Essential	Used for stability/effectiveness measurement
wixLanguage	12 months	Functional	Used on multilingual websites to save user language preference

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

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Please refer to the *Additional Cookies* section.

## Additional Cookies

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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](https://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 <b>_dc_gtm_218891944</b> , 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
<b>__utma</b>	2 years from set/update	Used to distinguish users and sessions. The cookie is created when the <b>javascript</b> library executes and no existing <b>__utma</b> cookies exists. The cookie is updated every time data is sent to Google Analytics
<b>__utmt</b>	10 minutes	Used to throttle request rate
<b>__utmb</b>	30 minutes from set/update	Used to determine new sessions/visits. The cookie is created when the <b>javascript</b> library executes and no existing <b>__utmb</b> cookies exists. The cookie is updated every time data is sent to Google Analytics
<b>__utmc</b>	End of browser session	Not used in ga.js. Set for interoperability with urchin.js. Historically, this cookie operated in conjunction with the <b>__utmb</b> cookie to determine whether the user was in a new session/visit
<b>__utmz</b>	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 <b>javascript</b> library executes and is updated every time data is sent to Google Analytics
<b>__utmv</b>	2 years from set/update	Used to store visitor-level custom variable data. This cookie is created when a developer uses the <b>_setCustomVar</b> method with a visitor level custom variable. This cookie was also used for the deprecated <b>_setVar</b> method. The cookie is updated every time data is sent to Google Analytics

Google Analytics Cookies		
Optimize – cookie usage		
Cookie name	Duration	Purpose
<b>_gaexp</b>	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
<b>_opt_awcid</b>	24 hours	

_opt_awmid		Used for campaigns mapped to Google Ads Campaign IDs
_opt_awgid		
_opt_awkid		
_opt_utmc		Stores the last <b>utm_campaign</b> 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

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Before accessing our website, websidmedia.com, you'll be able to review the cookies used on your device before they are placed – now your 'cookie consent'.

When first accessing our website, you'll be presented with our cookie banner. This banner will give you the ability to accept the cookies and also view cookie settings.

In the 'Advanced Cookie Settings' page of the banner, you'll see the following cookie topics:

Topic	Default Option	Change this option
<b>Essential Cookies</b>	On – you accept the use of all cookies that are labelled as essential.	<b>You cannot disable essential cookies.</b>  Please refer to our <i>Cookie Statement's</i> section regarding <i>Type of Cookies</i> for more information.
<b>Marketing Cookies</b>	Off – cookies labelled for marketing purposes will not be used.	You can choose to: enable or disable marketing cookies.  Enabling them may enhance any marketing or Ads you see on this website or across the web.
<b>Functional Cookies</b>	Off – cookies that are functional will not be used.	You can choose to: enable or disable functional cookies.  Enabling them may enhance your browsing experience.
<b>Analytics Cookies</b>	Off – cookies that are used for analytics purposed will not be used.	You can choose to: enable or disable analytics cookies.  Enabling them helps the web developer improve the website based on analytics data.

From the cookie banner, you'll also be able to access our Privacy Policy.

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](http://learn-about-cookies.com/how-to-delete-cookies)

## **Contact SidMedia**

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If you have a query about our Cookies Statement or anything mentioned within document, please feel free to contact us.

SidMedia Support Centre  
[websidmedia.com/support](http://websidmedia.com/support)

0844 884 9075  
[support@websidmedia.com](mailto:support@websidmedia.com)

You and your data (Data & Privacy)  
[websidmedia.com/support-discovery/e/2603](http://websidmedia.com/support-discovery/e/2603)

0844 884 9075  
[data-control@websidmedia.com](mailto:data-control@websidmedia.com)