

## Cookie Policy

Our website uses a small number of cookies to track usage and optimise visitor experience. A cookie is a small file that is placed on your computer via your web browser. Most browsers will automatically accept cookies – although you can modify your settings to reject some (or all) cookies.

Your use of the website indicates your acceptance of this policy. If you have any queries relating to this policy please email [webmaster@formaxprime.co.uk](mailto:webmaster@formaxprime.co.uk).

### Analytical cookies

These cookies are used to track website usage and are managed through Google Analytics. They allow us to track visitor journeys through the website and record certain information. This includes (but is not limited to) device type, browser type, approximate location and your connection speed.

Google Analytics cookies are persistent, meaning that they remain on your computer after you have left our website. You can delete these cookies through your browser settings. Google's Privacy Policy is [available here](#).

For reference, these cookies have the following prefixes:

- \_utma, \_utmb, \_utmc, \_utmz

Where you view video through our website (for example on one of our blogs), Google may use additional cookies to track the videos you have viewed. If you are signed into Google at the time of viewing the video, Google may associate these video views with your Google account.

For reference, these cookies have the following prefixes (in addition to standard Google Analytics cookies):

- SID, login\_info, use\_hotbox, pref, SSID, HSID, watched\_video\_id\_list, demographics, visitor\_info1\_live

### Marketing cookies

We use marketing cookies through HubSpot to track visitor engagement with website content, emails and forms. This data may be used to provide us with insights to personalise your website experience and prepopulate forms. This data is anonymous, unless you have completed a form. In this case the data supplied in forms may be matched to your website browsing behaviour.

For reference, these cookies have the following prefixes:

- \_hstc, hubspotutk, \_hssc, \_hssrc, \_hs\_opt\_out, \_hs\_do\_not\_track, \_hs\_testcookie, hsPagesViewedThisSession

Like Google Analytics cookies, these cookies are persistent.



### **Formax cookies**

We use Formax Cookies to help us recognise you as a unique visitor/user when you return to our website and to allow us to tailor content or advertisements to match your preferred interests. We also use them to compile statistics that allow us to understand how people use our website and to help us improve the layout of our website. Please note that the information collected here is strictly confidential. And finally to internally identify you by account ID, Name, Email address and geographic location including your computer ID/IP address.

For reference, these cookies have the following prefixes:

- utm\_source, utm\_medium, utm\_term, utm\_campaign, campaign\_id, link\_id, referral\_id, semp\_id

### **Session Cookies**

We use Session Cookies to allow our users to carry information across various pages of our website. Specifically, this eliminates the need of having to re-submit security information or preferences. For example; we use session cookies to keep members logged in as they move from page to page. More importantly, we also use session cookies enhance security measures by logging our customers out of their account after a period of inactivity.

For reference, these cookies have the following prefixes:

- utm\_source, utm\_medium, utm\_term, utm\_campaign, campaign\_id, link\_id, referral\_id, semp\_id