

**eFaraday Group Cookie Policy**

Document History

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## Introduction

eFaraday Group of companies websites and mobile sites use cookies to give you the best online experience. By using our desktop and mobile sites and agreeing to this policy, you consent to our use of cookies in accordance with these terms

Our Cookies Policy explains what cookies are and how we use cookies.

## What are cookies

Cookies are small pieces of text that is sent by a web server to a web browser and stored by the browser when you visit a website and are used to give you the best online experience.

For more information relating to cookies please see links below:

- <http://www.bbc.co.uk/webwise/guides/about-cookies>
- <http://www.allaboutcookies.org/>
- <https://www.facebook.com/about/privacy/cookies>

## What cookies we use

Google Analytics – This allows us to look at really useful data about the visitors we have had to our website.

To read more about Google cookies:

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

We have listed more cookie details below (for <https://www.efaraday.co.uk/>) for ease but do not guarantee that the information is 100% accurate.

The website <https://cookiepedia.co.uk/> was used as reference.

**Cookie Name:** `_gat_gtag_UA_60913164_1`

**Main Purpose of cookie:** Performance

**Cookie details:** 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. It expires after 10 minutes.

**Cookie Name:** PHPSESSID

**Main Purpose of cookie:** Strictly Necessary

**Cookie details:** Cookie generated by applications based on the PHP language. This is a general purpose identifier used to maintain user session variables. It is normally a random generated number, how it is used can be specific to the site, but a good example is maintaining a logged-in status for a user between pages.

**Cookie Name:** `_gid`

**Main Purpose of cookie:** Performance

**Cookie details:** This cookie name is associated with Google Universal Analytics. This appears to be a new cookie and as of Spring 2017 no information is available from Google. It appears to store and update a unique value for each page visited.

**Cookie Name:** `_gcl_au`

**Main Purpose of cookie:** Targeting/Advertising

**Cookie details:** Used by Google AdSense for experimenting with advertisement efficiency across websites using their services

**Cookie Name:** `__lc.visitor_id.6076051`

**Main Purpose of cookie:** Functionality

**Cookie details:** This cookie name is associated with software provided by LiveChat Inc, which allows website owners to talk to visitors on their site. The root of the cookie name is `__lc.visitor_id.` followed by a unique seven digit number which is a visitor identifier. The cookie will allow the application to recognise a returning visitor to the website.

**Cookie Name:** `_ga`

**Main Purpose of cookie:** Performance

**Cookie details:** 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. By default, it is set to expire after 2 years, although this is customisable by website owners.

**Cookie Name:** `lc_sso:`

**Main Purpose of cookie:** Functionality

**Cookie details:** These cookies allow the website to remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more personal features. For instance, a website may be able to provide you with local weather reports or traffic news by storing in a cookie the region in which you are currently located. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise. They may also be used to provide services you have asked for such as watching a video or commenting on a blog. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.

**Cookie Name:** `__utms`

**Main Purpose of cookie:** Performance

**Cookie details:** This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour measure of site performance. This cookie identifies the source of traffic to the site - so Google Analytics can tell site owners where visitors came from when arriving on the site. The cookie has a life span of 6 months and is updated every time data is sent to Google Analytics.

**Cookie Name:** `__utma`

**Main Purpose of cookie:** Performance

**Cookie details:** This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour and measure site performance. This cookie lasts for 2 years by default and distinguishes between users and sessions. It used to calculate new and returning visitor statistics. The cookie is updated every time data is sent to Google Analytics. The lifespan of the cookie can be customised by website owners.

**Cookie Name:** \_\_utmc

Main Purpose of cookie: Performance

**Cookie details:** This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour and measure site performance.

**Cookie Name:** \_\_utmt

Main Purpose of cookie: Performance

**Cookie details:** This cookie is set by Google Analytics. According to their documentation it is used to throttle the request rate for the service - limiting the collection of data on high traffic sites. It expires after 10 minutes

**Cookie Name:** \_\_utmb

Main Purpose of cookie: Performance

**Cookie details:** This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour and measure site performance. This cookie determines new sessions and visits and expires after 30 minutes. The cookie is updated every time data is sent to Google Analytics. Any activity by a user within the 30-minute life span will count as a single visit, even if the user leaves and then returns to the site. A return after 30 minutes will count as a new visit, but a returning visitor.

**Cookie Name:** \_gat

Main Purpose of cookie: Performance

**Cookie details:** 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. It expires after 10 minutes.

## Cookie preferences

For more information relating to the use of cookies on websites, including how to block or delete cookies, visit <http://www.allaboutcookies.org/>

If you'd like to delete cookies or instruct your web browser to delete or refuse cookies, please visit the help pages of your web browser. However, blocking or deleting all cookies may have a negative impact on the usability and experience of the web site.