

Google Analytics Cookies

These cookies are set by **Google LLC** via **Google Analytics** to help us understand how visitors interact with our website.

`_ga`

Purpose: Distinguishes unique users by assigning a randomly generated client identifier.

Type: Analytics

Duration: 2 years

Description: Used to calculate visitor, session and campaign data for website analytics reporting. It helps us understand overall traffic patterns and improve website performance.

`_ga_EGNF83XLP5`

Purpose: Maintains session state for Google Analytics 4 (GA4).

Type: Analytics

Duration: 2 years

Description: Used to persist session data and associate user activity with a specific GA4 property.

`_gid`

Purpose: Identifies users within a 24-hour period.

Type: Analytics

Duration: 24 hours

Description: Used to distinguish users for statistical purposes and track short-term visitor behaviour.

`_gat`

Purpose: Throttles request rate.

Type: Analytics

Duration: 1 minute

Description: Used to limit the number of requests sent to Google's servers to manage performance.

`gac`

Purpose: Campaign attribution.

Type: Marketing / Analytics

Duration: 90 days

Description: Contains campaign-related information for users arriving via Google Ads. Helps measure advertising effectiveness.

Google Advertising & Personalisation Cookies

The following cookies are set by **Google LLC** and related Google services. They are used for authentication, security, fraud prevention, advertising personalisation and user preference management across Google services.

These cookies may be set when users interact with embedded services such as Google Maps, YouTube videos, reCAPTCHA, or Google Ads features.

Secure & Authentication Cookies

__Secure-1PAPISID

__Secure-1PSID

__Secure-1PSIDCC

__Secure-1PSIDTS

Purpose: User authentication and advertising personalisation (first-party context).

Type: Marketing / Security

Duration: Up to 2 years

Description: Used by Google to authenticate users, prevent fraudulent login attempts, and remember user preferences. These may also support personalised advertising within Google services.

__Secure-3PAPISID

__Secure-3PSID

__Secure-3PSIDCC

__Secure-3PSIDTS

Purpose: User authentication and advertising in third-party contexts.

Type: Marketing / Security

Duration: Up to 2 years

Description: Used to build a profile of visitor interests to show relevant ads on other websites. Also supports security and verification functions.

__Secure-BUCKET

Purpose: Experimentation and performance optimisation.

Type: Functional / Analytics

Duration: Several months

Description: Used by Google to manage experimental features and performance testing.

__Secure-ENID

Purpose: User preferences and security.

Type: Functional

Duration: 13 months

Description: Stores user preferences and supports security features such as SafeSearch filtering.

__Secure-STRP

Purpose: Security and session validation.

Type: Security

Duration: Session / short-term

Description: Helps verify secure traffic and maintain session integrity.

Security & Fraud Prevention Cookies

AEC

Purpose: Ensures requests within a browsing session are made by the user.

Type: Security

Duration: 6 months

Description: Prevents malicious activity and protects user data.

APISID

SAPISID

Purpose: Advertising personalisation and security.

Type: Marketing

Duration: 2 years

Description: Used to personalise Google ads and measure advertising performance.

HSID

SSID

SID

SIDCC

Purpose: Authentication and security.

Type: Security

Duration: Up to 2 years

Description: Contain digitally signed and encrypted records of a user's Google account ID and most recent sign-in time. Used to prevent fraudulent login attempts.

Advertising & Personalisation Cookies

NID

Purpose: Advertising personalisation.

Type: Marketing

Duration: 6 months

Description: Used to display Google ads in Google services for users who are not signed in.

DV

Purpose: Ad delivery and reporting.

Type: Marketing

Duration: 24 hours

Description: Used by Google to track ad effectiveness and campaign performance.

SEARCH_SAMESITE

Purpose: Security and cookie handling.

Type: Security / Functional

Duration: 6 months

Description: Used to prevent cross-site request forgery and ensure secure data transfer.

Legal Basis & Control

Where required by law (such as under the UK GDPR and PECR), we obtain user consent before placing non-essential cookies (such as analytics and marketing cookies).

Users can:

- Accept or reject non-essential cookies via our cookie banner
- Adjust browser settings to block or delete cookies
- Visit Google's Ad Settings to manage personalised advertising preferences

For more information about how Google uses data, users can visit:

<https://policies.google.com/technologies/cookies>