

Cookie Policy

Cookies are small text files that are placed on to your computer by websites that you visit. They are used to make websites work, to improve efficiency of websites, to improve the user's experience and to provide usage information on websites. This information should make your website visits more productive by storing and using information on your website preferences and habits.

Your web browser can choose whether or not to accept cookies. Most web browser software is initially set up to accept them.

We may offer cookies to you and you should ensure that your web browser is set up to not accept cookies if you do not wish to receive them. Please note that if you disable cookies, some services or website functionality may not be available. For further information about cookies and how to disable them please go to aboutcookies.org.

We use the following cookies:

- **Essential cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to login to secure areas of our website, and to use online forms.
- **Analytical cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Marketing cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences. These cookies also record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website, the advertising displayed on it and communications sent more relevant to your interests.

Third Party Cookies

In some special cases we also use cookies provided by trusted third parties. The following section details which third party cookies you might encounter through this site.

This site uses Google Analytics which is one of the most widespread and trusted analytics solutions on the web for helping us to understand how you use the site and ways that we can improve your experience. These cookies may track things such as how long you spend on the site and the pages that you visit so we can continue to produce engaging content.

Third party analytics tools are used to track and measure usage of this site so that we can continue to produce engaging content. These cookies may track things such as how long you spend on the site or pages you visit which helps us to understand how we can improve the site for you.

From time to time we test new features and make subtle changes to the way that the site is delivered eg: split testing the colours of buttons or the location of specific content. When we are still testing new features these cookies may be used to ensure that you receive a consistent experience whilst on the site whilst ensuring we understand which optimisations our users appreciate the most.

As we sell products and services it's important for us to understand statistics about how many of the visitors to our site actually make a purchase, request a quote or complete on a transaction, and as such this is the kind of data that these cookies will track. This is important to you as it means that we

can accurately make business predictions that allow us to monitor our advertising and product costs to ensure the best possible price.

The Google AdSense and Google remarketing service we use to serve advertising uses a DoubleClick cookie to serve more relevant ads across the web and limit the number of times that a given ad is shown to you. The remarketing cookie will typically stay active for a period of 30 days.

The company also uses business intelligence tools to monitor your use of the site. This tool is called Gator Leads and enables us to provide you with the most relevant information about our products and services. This software enables us to understand your company's requirements and deliver a better sales experience. The software integrates into our Marketing Automation suite called CommuniGator which we use to send marketing communications to our customers, prospects and suppliers. These are the specific cookies used:

Cookie Name	Lifespan	Description	Type of Cookie	Intrusiveness / Justification
wow.session	Session	IIS Session Code	Essential	ZERO // Standard session cookie served by the web server.
wow.snonymousid	2 year	Anonymous Visitor ID	Analytics	LOW // Does not store user data, only stores active menu node over post-back
wow.schedule	Session	Load Balance Session Queue	Essential	ZERO // Standard session cookie served by the web server.
wow.utmvalues	Session	Stores the UTM values for the session	Analytics	LOW // Does not store user data, only stores active menu node over post-back
wow.trackingdata	Session	Encrypted identifier for the session	Marketing	MEDIUM // 1st party cookie which is only used by our CommuniGator integration so GatorLeads knows email contact visiting website
wow.data	2 year	Encrypted email identification	Analytics	MEDIUM // 1st party cookie which is only used by our CommuniGator integration so GatorLeads knows email contacts visiting website
ASPXAUTH	Session	Product Authentication into CommuniGator	Essential	ZERO // Authentication cookie served by the CommuniGator product
ASP.NET_SessionId	Session	IIS Session cookie	Essential	ZERO // Standard session cookie served by the web server.

In some cases we may provide you with custom content based on what you tell us about yourself either directly or indirectly by linking a social media account. These types of cookies simply allow us to provide you with content that we feel may be of interest to you.

Several partners advertise on our behalf and affiliate tracking cookies simply allow us to see if our customers have come to the site through one of our partner sites so that we can credit them appropriately and where applicable allow our affiliate partners to provide any bonus that they may provide you for making a purchase.

By continuing to use this site, you are accepting our use of these cookies that make advertising and communications more relevant to you and your interests, and further help us to improve the site.