

COOKIE POLICY

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
- **Analytical or performance cookies.** These 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.
- **Functionality 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 (for example, your choice of language or region).
- **Targeting cookies.** These cookies 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 and the advertising displayed on it more relevant to your interests. [We may also share this information with third parties for this purpose.]

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie Title	Company	Purpose	Duration	Description
messagesUtk	Hubspot	Functionality	6 months	Identify chat widget usage
hubspotUtk	Hubspot	Analytics	6 months	Track visitor identity
__hstch	Hubspot	Analytics	6 months	Track visitor
__hssrc	Hubspot	Analytics	Session	Track visitor between different sessions
__hssc	Hubspot	Analytics	30 minutes	track current session
_gat_gtag_UA_(all variants)	Google	Advertising	24 hours	Google Advertising
_ga	Google	Analytics	2 months	Google analytics
_gid	Google	Analytics	24 hours	Google analytics
ASLBSA	Azure	Performance	Session	Ensure quality of service during webpage load
ASLBSACORS	Azure	Performance	Session	Ensure quality of service during webpage load
ARRAffinity	Azure	Performance	Session	Ensure quality of service during webpage load
ARRAffinitySameSite	Azure	Performance	Session	Ensure quality of service during webpage load
.AspNet.ApplicationCookie	Application	Performance	Session	Track user login session

[Please note that the following third parties may also use cookies, over which we have no control. These named third parties may include, for example, advertising networks and providers of external services like web traffic analysis services. These third party cookies are likely to be analytical cookies or performance cookies or targeting cookies:

Google

Azure

Force 24

The Force24 website uses cookies to monitor its website, these cookies are used to collect a limited amount of personal information such as IP address details.

Some of this personal information can be combined with other data held by Force24 like an email address to gain a better understanding of your viewing activities and areas of interest.

This website uses the following cookies:

Cookie	Domain	Description	Duration	Type
cf_bm	.cookieinfoscript.com	This cookie is set by CloudFare. The cookie is used to support Cloudfare Bot Management.	29 minutes	Functional
NID	.google.com	This cookie is used to a profile based on user's interest and displays personalised ads to the users.	6 months	Advertisement
tma	.force24.co.uk	This cookie is set by Google Analytics and is used to distinguish users and sessions. The cookie is created when the JavaScript library executes and there are no existing utma cookies. The cookie is updated every time data is sent to Google Analytics.	1 years 11 months 28 days 23 hours 59 minutes	Performance
utmb	.force24.co.uk	The cookie is set by Google Analytics. The cookie is used to determine new sessions/visits. The cookie is created when the JavaScript library executes and there are no existing utma cookies. The cookie is updated every time data is sent to Google Analytics.	29 minutes	Performance
utmc	.force24.co.uk	The cookie is set by Google Analytics and is deleted when the user closes the browser.	session	Performance
utmz	.force24.co.uk	This cookie is set by Google analytics and is used to store the traffic source or campaign through which the visitor reached your site.	6 months	Performance
JSESSIONID	metrics.responsetap.com	Used by sites written in JSP. General purpose platform session cookies that are used to maintain users' state across page requests.	session	Necessary
utmt	.force24.co.uk	The cookie is set by Google Analytics and is used to throttle request rate.	9 minutes	Performance
f24_personId	.force24.co.uk	This is an ID generated per individual contact in the Force24 system to be able to track behaviour and form submissions into the Force24 system from outside sources per user.	1 year, persistent.	Non-essential, first party
f24_autold	.force24.co.uk	Temporary identifier on a local machine or phone browser that helps us track anonymous information to	If this is left anonymous it will be deleted after 6	Non-essential, first party

			months, or if not after 1 year.	
		be later married up with f24_personid.		
insp_wid	.force24.co.uk	This cookie is set by Inspectlet. This cookie is used to store datas within a session. Cookie deletes	1 year	Analytics
		when a visit is over.		
insp_slim	.force24.co.uk	This cookie is set by Inspectlet. This cookie is used to store the information about mouse	1 year	Analytics
		click,scroll, highlighted text etc.		
insp_nv	.force24.co.uk	This cookie is set by Inspectlet. This session	1 year	Analytics
		cookie deletes when a visit is over.		
insp_targlpu	.force24.co.uk	This cookie is set by Inspectlet. This cookie is used to store information regarding mouse click and	1 year	Analytics
		move in a session.		
insp_targlpt	.force24.co.uk	This cookie is set by Inspectlet. This cookie is used to store information regarding mouse click and	1 year	Analytics
		move in a session.		
adiV	.force24.co.uk	The adiV cookie contains an identifier which is used by AdInsight to track a	1 year	Third party
		visitor over time.	—	
adiVi	.force24.co.uk	Contains an identifier which is used by ResponseTap to help track a visitor's browsing path while they are on the	29 minutes	Third party
		website		
adiS	.force24.co.uk	No description	29 minutes	Third party
adiLP	.force24.co.uk	No description	29 minutes	Third party
hJTLDTest	.force24.co.uk	No description	session	Other
_hjid	.force24.co.uk	This cookie is set by Hotjar. This cookie is set when the customer first lands on a page with the Hotjar script. It is used to persist the random user ID, unique to that site on the browser.	1 year	Other
		This ensures that behaviour in subsequent visits to the same site will be attributed to the same		
		user ID.		
_hjFirstSeen	.force24.co.uk	No description	29 minutes	Other
UserMatchHistory	.linkedin.com	Linkedin - Used to track visitors on multiple websites, in order to present relevant advertisement based on	1 month	Other
		the visitor's preferences.		
lissc	.linkedin.com	This cookie is provided by LinkedIn. This cookie is	1 year	Analytics
		used for tracking embedded service.		
lidc	.linkedin.com	This cookie is set by LinkedIn and used for routing.	24 hours	Functional
insp_norec_sess	.force24.co.uk	This cookie is set by Inspectlet. This cookie is used for tracking the session information. It helps to know how visitors are navigating through the website. The collected	1 year	Performance
		information is aggregated and analysed.		
_fbp	.force24.co.uk	This cookie is set by Facebook to deliver advertisement when they are on Facebook or a digital platform powered	3 months	Advertisement
		by Facebook advertising after visiting this website.		
fr	.facebook.com	The cookie is set by Facebook to show relevant advertisements to the users and measure and improve the advertisements. The cookie also tracks the behaviour of the user across the web on sites that have Facebook pixel	3 months	Advertisement
		or Facebook social plugin.		
lang	.linkedin.com	This cookie is used to store the language preferences of a user to serve up content in that stored	session	Functional

		language the next time user visits the website.		
bscookie	.www.linkedin.com	This cookie is a browser ID cookie set by Linked share Buttons and ad tags.	2 years	Advertisement
_hjIncludedInPageviewSample	www.force24.co.uk	No description	1 minutes	Other
_hjAbsoluteSessionInProgress	.force24.co.uk	No description	29 minutes	Other
cfduid	.cookieinfoscript.com	The cookie is used by cdn services like CloudFare to identify individual clients behind a shared IP address and apply security settings on a per-client basis. It does not correspond to any user ID in the web application and does not store any personally identifiable information.	30 days	Necessary
cfduid	.inspectlet.com	The cookie is used by cdn services like CloudFare to identify individual clients behind a shared IP address and apply security settings on a per-client basis. It does not correspond to any user ID in the web application and does not store any personally identifiable information.	30 days	Necessary

To deactivate the use of third party advertising cookies, you may visit the consumer page to manage the use of these types of cookies [include link to consent management solution]].

OR

[We do not share the information collected by the cookies with any third parties.]

You can choose which analytical, functionality and targeting cookies we can set by clicking on the button(s):

Strictly essential cookies **OFF**

Analytical or performance cookies **OFF**

Functionality cookies **OFF**

Targeting cookies **OFF**

However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our website.

Except for essential cookies, all cookies will expire **after the period specified in the table above.**