COOKIE POLICY

What's a cookie?

•A "cookie" is a piece of information that is stored on your computer's hard drive if you agree to this and which records how you move your way around a website so that, when you revisit that website, it can present tailored options based on the information stored about your last visit. Cookies can also be used to analyse traffic and for advertising and marketing purposes.

•Cookies are used by nearly all websites and do not harm your system.

We are required to obtain your consent for all non-essential cookies used on our website. You can block cookies (including essential cookies) at any time by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block essential cookies you may not be able to access all or parts of our site.

How do we use cookies?

•We use cookies to track your use of our website. This enables us to understand how you use the site and track any patterns with regards how you are using our website. This helps us to develop and improve our website as well as products and / or services in response to what you might need or want.

•Cookies are either:

- Session cookies: these are only stored on your computer during your web session and are automatically deleted when you close your browser – they usually store an anonymous session ID allowing you to browse a website without having to log in to each page but they do not collect any personal data from your computer; or

- Persistent cookies: a persistent cookie is stored as a file on your computer and it remains there when you close your web browser. The cookie can be read by the website that created it when you visit that website again. We use persistent cookies for Google Analytics.

•Cookies can also be categorised as follows:

- Strictly necessary cookies: These cookies are essential to enable you to use the website effectively, such as when buying a product and / or service. Without these cookies, the services available to you on our website cannot be provided. These cookies do not gather information about you that could be used for marketing or remembering where you have been on the internet.

- Performance cookies: These cookies enable us to monitor and improve the performance of our website. For example, they allow us to count visits, identify traffic sources and see which parts of the site are most popular.

- Functionality cookies: These cookies allow our website to remember choices you make and provide enhanced features. For instance, we may be able to provide you with news or updates relevant to the services you use. They may also be used to provide services you have requested such as viewing a video or commenting on a blog. The information these cookies collect is usually anonymised.

- 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.

- First and third party cookies: First party cookies are cookies set by our website. Third party cookies are cookies on our website that are set by a website other than our website, such as where we have adverts on our website or use Facebook pixels so that we can show you relevant content from us when you are on Facebook.

We use third party cookies on our website and these are set out in the table below

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

	CATEGORY - NECESSARY
CookieConsent	Stores the user's cookie consent state for the current domain
local_storage_support_test	The cookie is used in context with the local-storage function in the browser. This function allows the website to load faster by pre-loading certain procedures
	CATEGORY - MARKETING
Universal Analytics (Google) _ga _gali _gat _gid	These cookies are used to collect information about how visitors use our website. We use the information to compile reports and to help us improve the website. The cookies collect information in an anonymous form, including the number of visitors to the website and blog, where visitors have come to the website from and the pages they visited.
Bays Consulting Limited _hssc _hssrc	These cookies collect statistical data relating to the user's website visit such as number of visits, average time spent on the website and what pages have been loaded. The purpose is to segment the website users according to factors such as

_hstc _gid	demographics and geographical location, in order to enable us to structure and understand our target groups to enable customised advertising online
Hubspot _ptq.gif	This cookie sends data to the marketing platform Hubspot about a visitor's device and behaviour. The cookie tracks the visitor across devices and marketing channels.
Bays Consulting Limited Hubspotutk	This cookie keeps track of a visitor's identity. This cookie is passed to the marketing platform HubSpot on form submission and used when de-coupling contacts.
twitter.com __widgetsettings i/jot	Collects data on user behaviour and interaction in order to optimize the website and make advertisement on the website more relevant. Sets a unique ID for the visitor, that allows third party advertisers to target the visitor with relevant advertisement. This pairing service is provided by third party advertisement hubs, which facilitates real-time bidding for advertisers.
	CATEGORY - UNCLASSIFIED
Issuu.com _dlt	Unclassified cookies are cookies that we are in the process of classifying, together with the providers of individual cookies.
	CATEGORY – THIRD PARTY
	Our website uses cookies provided by trusted third parties and we do not control the operation of any of them. The following section details which third party cookies you might encounter through this website.
Calendly	We use Calendly so that you can book meetings easily through our website. If consent is given, the Calendly cookie allows us to add events into your calendar. Learn more on Calendly's website where their privacy policy can be found at https://calendly.com/pages/privacy

You can alter your cookie preferences at any time by clicking the cookie preference sliders to 'off'. Please refresh your page to ensure that the new settings have taken effect.

You can also control your cookie settings through your web browser.

You can opt out of being tracked by Google Analytics across all websites, by going to http://tools.google.com/dlpage/gaoptout.

Except for essential cookies, all cookies will expire after a maximum of one year

If you have any questions about the cookies that we use, feel free to email us at sophie@baysconsulting.co.uk or look at our privacy policy