Cookie Policy

NB This cookie policy should be read in conjunction with our Privacy Policy. We may update it from time to time in which case the then current policy shall apply.

Information about our use of cookies

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. By continuing to browse the site, you are agreeing to our use of cookies.

A cookie is a small file of letters and numbers that we (or a third party) may store on your browser or the hard drive of your computer if you agree (including by continuing to use our site). 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.

Cookies	Name	Type	Action	More Information
ASP.NET_SessionId	www.infospectrum.net	Own	This cookie is essential for the website to work correctly. This cookie is deleted when you close your browser.	Read more
ASPSESSIONID*	www.infospectrum.net	Own	This cookie is essential for the website to work correctly. This cookie is deleted when you close your browser.	Read more

Analytical/performance 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.

Cookies	Name	Type	Action	More Information
-	-	-	-	-

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).

Cookies	Name	Type	Action	More Information
_cfduid	CloudFlare	Third Party	The "__cfduid" cookie is set by the CloudFlare service to identify trusted web traffic. It does not correspond to any user id in the web application, nor does the cookie store any personally identifiable information.	[Read more](#)
_zlcmid	Zopim	Third Party	These cookies are used to provide customer support via live chat.	[Read more](#)

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 (see also below).

Cookies	Name	Type	Action	More Information
hubspotutk _hssc _hssrc _hstc	HubSpot	Third Party	The cookies track a user's browsing activity each time they visit our sites. This is used to understand exactly what activities the user carried out, e.g. what pages they visited and what publications they downloaded etc.	[Read more](#)
_hjIncludedInSample	HotJar	Third Party	his session cookie is set to let Hotjar know whether that visitor is included in the sample which is used to generate funnels.	[Read more](#)

Third party advertising and analytics cookies.

These are placed by or on behalf of advertisers who are advertising on our site or other third parties (e.g. Google) ("third parties"). These cookies may be placed within an advertisement and elsewhere on

our site. The third parties that place cookies have their own privacy policies. We note below the third party cookies (if any) that are relevant and related information.

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

Cookies	Name	Type	Action	More Information
_ga _gid _gat	Google Analytics	Third Party	These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.	[Read more](#)
_dc_gtm*	Google Tag Manager	Third Party	This cookie is associated with Google Tag Manager which we use to load scripts into our website pages.	[Read more](#)
mp_*	Mixpanel	Third Party	Cookies set by Mixpanel to track usage.	[Read more](#)
intercom-*	Intercom	Third Party	Cookies set by intercom for its real time support chat system.	[Read more](#)
optimizely*	Optimizely	Third Party	Cookies set by HubSpot to keep track of visitors	[Read more](#)
_uetsid	Microsoft Bing	Third Party	Microsoft Bing Ads Universal Event Tracking (UET) tracking cookie.	[Read more](#)

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

You block cookies 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 all cookies (including essential cookies) you may not be able to access all or parts of our site.