

COOKIE POLICY

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At www.womensbusinesscentre.com ("**We**", "**us**", "**our**"), we strive to honour the privacy and security of any data we collect from visitors using our website, whilst we act as a personal data Controller under relevant data protection rules and regulations. Our website uses cookies, in combination with pixels, local storage objects, and similar devices (collectively, "cookies" unless otherwise noted) to distinguish you from other users of the website. This helps us provide you with a good experience, improve our service, and to personalize ads and content to you while you use the website.

This cookie policy ("**Cookie Policy**") describes the types of the cookies we use on the website and our purposes for using them.

If you have questions about this Cookie Notice, please contact us at [email / web form link]. For a more complete description and list of the cookies that we currently use on the website, please review our Cookie List found in section 5 of this document. For more information about our privacy practices, please review our [privacy policy](#). If you have any questions or comments regarding this notice or data privacy, please contact us at privacy@womensbusinesscentre.com

Please read this Cookie Notice carefully for details about why we use cookies and the information they collect from and about you.

1. Cookie Definitions

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your device, which is like computer memory.

First and third-party cookies: whether a cookie is 'first' or 'third' party refers to the domain placing the cookie.

- i. *First-party cookies* are those set by a website that is being visited by the user at the time (e.g. cookies placed by our website domain).
- ii. *Third-party cookies* are cookies that are set by a domain other than that of the website being visited by the user. If a user visits a website and another entity sets a cookie through that website, this would be a third-party cookie.

Persistent cookies: these cookies remain on a user's device for the period of time specified in the cookie. They are activated each time that the user visits the website that created that particular cookie.

Session cookies: these cookies allow website operators to link the actions of a user during a browser session. A browser session starts when a user opens the browser window and finishes when they close the browser window. Session cookies are created temporarily. Once you close the browser, all session cookies are deleted.

2. What Cookies Do We Use and Why?

Generally, the website uses cookies to distinguish you from other users of the website. This helps us to provide you with a good experience when you browse the website and also allows us to improve it. The cookies we may use on the website may be categorized as follows:

- i. Strictly necessary
- ii. Performance
- iii. Functionality
- iv. Targeting

Some cookies may fulfill more than one of these purposes.

'Strictly Necessary' cookies let you move around the website and use essential features like secure areas. Without these cookies, we cannot provide the requested services.

We use these Strictly Necessary cookies to:

- Identify you as being logged in to the website and to authenticate you
- Make sure you connect to the right service on the website when we make any changes to the way it works
- For security purposes
- Make sure you connect to the right service on the website when we make any changes to the way it works

If you prevent these cookies, we can't guarantee how the website or the security on the website will perform during your visit.

'Performance' cookies collect information about how you use the website, e.g. which pages you visit, and if you experience any errors. These cookies do not collect any information that could identify you and are only used to help us improve how the website works, understand the interests of our users and measure the effectiveness of our advertising.

We use performance cookies to:

- Carry out web analytics: Provide statistics on how the website is used
- Perform affiliate tracking: Provide feedback to affiliated entities that one of our visitors also visited their site
- Obtain data on the number of users of the website that have viewed a product or service
- Help us improve the website by measuring any errors that occur
- Test different designs for the website

Some of our performance cookies are managed for us by third parties.

'Functionality' cookies are used to provide services or to remember settings to improve your visit.

We use 'Functionality' cookies for such purposes as:

- Remember settings you've applied such as layout, text size, preferences and colors
- Remember if we've already asked you if you want to fill in a survey

- Remember if you have engaged with a specific component or list on the website so that it won't repeat
- Show you when you're logged in to the website
- To provide and show embedded video content

Some of these cookies are managed for us by third parties

'Targeting' cookies are used to track your visit to the website, as well other websites, apps and online services, including the pages you have visited and the links you have followed, which allows us to display targeted ads to you on the website.

We may use *targeting cookies* to:

- Display targeted ads within the website.
- To improve how we deliver personalized ads and content, and to measure the success of ad campaigns on the website.

3. When do we require your consent

All cookies require your consent.

We request your consent before placing them on your device. You can give your consent by clicking on the appropriate button on the banner displayed to you. If you do not wish to give consent or wish to withdraw your consent to any cookies at any time, you will need to delete, and block or disable cookies via your browser settings; see below for more information on how to do this. Please note that disabling these cookies will affect the functionality of the website, and may prevent you from being able to access certain features on the website.

4. How to Delete and Block our Cookies

Most web browsers allow some control of most cookies through the browser settings. However, if you use your browser settings to block all cookies (including strictly necessary cookies), you may not be able to access all or parts of the website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies as soon as you visit the website.

Changing your Cookie Settings. The browser settings for changing your cookies settings are usually found in the 'options' or 'preferences' menu of your internet browser. In order to understand these settings, the following links may be helpful. Otherwise you should use the 'Help' option in your internet browser for more details.

- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Firefox](#)
- [Cookie settings in Chrome](#)
- [Cookie settings in Safari](#)

More information. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit www.aboutcookies.org.

5. Cookie List

Technical Name		Purpose	Session/Persistent	Type
_ga	Google Analytics - Third Party Cookie	Used by Google Analytics to distinguish users and sessions.	Persistent - 2 years	Performance
_gid	Google Analytics - Third Party Cookie	Used by Google Analytics to distinguish users and sessions.	24 hours	Performance
_gat	Google Analytics - Third Party Cookie	Used to throttle request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named _dc_gtm_<property-id>	1 Minute	Performance
AMP_TOKEN	Google Analytics - Third Party Cookie	Contains a token that can be used to retrieve a Client ID from AMP Client ID service. Other possible values indicate opt-out, inflight request or an error retrieving a Client ID from AMP Client ID service.	30 seconds to 1 year	Performance
gac<property-id>	Google Analytics - Third Party Cookie	Contains campaign related information for the user. If you have linked your Google Analytics and Google Ads accounts, Google Ads website conversion tags will read this cookie unless you opt-out. Learn more .	90 days	Performance
_hjClosedSurveyInvites		Hotjar cookie. This cookie is set once a visitor interacts with a Survey invitation modal popup. It is used to ensure that the same invite does not re-appear if it has already been shown.	365 days	Performance
_hjDonePolls		Hotjar cookie. This cookie is set once a visitor completes a poll using the Feedback Poll widget. It is used to ensure that the same poll does not re-appear if it has already been filled in.	365 days	Performance
_hjMinimizedPolls		Hotjar cookie. This cookie is set once a visitor minimizes a Feedback Poll widget. It is used to ensure that the widget stays minimized when the visitor navigates through your site.	365 days	Performance
_hjDoneTestersWidgets		Hotjar cookie. This cookie is set once a visitor submits their information in the Recruit User Testers widget. It is used to ensure that the same form does not re-appear if it has already been filled in.	365 days	Performance
_hjIncludedInSample		Hotjar cookie. This session cookie is set to let Hotjar know whether that visitor is included in the sample which is used to generate funnels.	365 days	Performance
_hjShownFeedbackMessage		This cookie is set when a visitor minimizes or completes Incoming Feedback. This is done so that the Incoming Feedback will load as	365 days	Performance

		minimized immediately if they navigate to another page where it is set to show.		
_hjid		Hotjar cookie. This cookie is set when the customer first lands on a page with the Hotjar script. It is used to persist the Hotjar User ID , unique to that site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.	365 days	Performance
_hjRecordingLastActivity		This should be found in sessionStorage (as opposed to cookies). This gets updated when a visitor recording starts and when data is sent through the WebSocket (the visitor performs an action that Hotjar records).		Session
hjTLDTTest		When the Hotjar script executes we try to determine the most generic cookie path we should use, instead of the page hostname. This is done so that cookies can be shared across subdomains (where applicable). To determine this, we try to store the _hjTLDTTest cookie for different URL substring alternatives until it fails. After this check, the cookie is removed.		Session
_hjUserAttributesHash		User Attributes sent through the Hotjar Identify API are cached for the duration of the session in order to know when an attribute has changed and needs to be updated.		Session
_hjCachedUserAttributes		This cookie stores User Attributes which are sent through the Hotjar Identify API, whenever the user is not in the sample. These attributes will only be saved if the user interacts with a Hotjar Feedback tool.		Session
_hjLocalStorageTest		This cookie is used to check if the Hotjar Tracking Script can use local storage. If it can, a value of 1 is set in this cookie. The data stored in _hjLocalStorageTest has no expiration time, but it is deleted immediately after creating it so the expected storage time is under 100ms.		N/A
_hjptid		This cookie is set for logged in users of Hotjar, who have Admin Team Member permissions. It is used during pricing experiments to show the Admin consistent pricing across the site.		Session
_hjAbsoluteSessionInProgress		The cookie is set so Hotjar can track the beginning of the user's journey for a total session count. It does not contain any identifiable information.		30 minutes

6. Contact us

For any questions feel free to contact us at privacy@womensbusinesscentre.com