COOKIE POLICY

Introduction

This Cookie Policy explains how M&C Saatchi plc and its affiliates use cookies and similar technologies to recognise you when you visit our website. It explains what these technologies are, why we use them, and your rights to control their use.

For more details about how we process personal data, please refer to our Privacy Policy https://www.mcsaatchiplc.com/site-services/privacy.

What Are Cookies?

Cookies are small text files that are stored on your computer or device when you visit a website. They allow websites to recognise your device, store preferences, and improve user experience.

We use cookies to:

* Ensure the website functions properly.
* Provide you with a seamless browsing experience.
* Analyse website usage to enhance functionality and performance.
* Support marketing efforts through third-party tools.

Types of Cookies We Use

1. **Strictly Necessary Cookies**: These are cookies that are required for the operation of our website. These essential cookies are always enabled because our website won’t work properly without them. They include cookies that enable core functionality like security, network management, and accessibility. You can switch off these cookies in your browser settings, but you may then not be able to access all or parts of our website.
2. **Functionality Cookies:** These cookies allow the website to provide enhanced functionality and personalisation and 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). They may be set by us or third-party providers whose services we have added to our pages.
3. **Analytics Cookies:** These cookies collect information about how you interact with our website, such as pages visited and traffic sources. This helps us improve website performance and user experience for example, by ensuring that users are finding what they are looking for easily.
4. **Marketing Cookies:** These cookies track your browsing activity to help deliver targeted advertising. 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, and the advertising displayed on it more relevant to your interests. They may be set by third-party providers to build a profile of your interests.

Cookies Used on This Website

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

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Cookie Name | Domain | Path | Cookie type | First/Third Party | Expiration | Description | Site Usage |
| \_\_cf\_bm | .vimeo.com | / | Strictly Necessary cookies | Third-party | 30 minutes | This cookie is used to distinguish between humans and bots. This is beneficial for the website, to make valid reports on the use of their website. | Fluency MCSaatchi uses third-party cookies from Vimeo, HubSpot, and hsforms.com to distinguish between humans and bots. These cookies are essential for maintaining the security of the website and ensuring valid reports on its usage without storing personally identifiable information. |
| \_\_cf\_bm | hubspot.com | / | Strictly Necessary cookies | Third-party | 30 minutes | This cookie is used to distinguish between humans and bots. This is beneficial for the website, to make valid reports on the use of their website. | Fluency MCSaatchi uses third-party cookies from Vimeo, HubSpot, and hsforms.com to distinguish between humans and bots. These cookies are essential for maintaining the security of the website and ensuring valid reports on its usage without storing personally identifiable information. |
| \_\_cf\_bm | .hsforms.com | / | Strictly Necessary cookies | Third-party | 30 minutes | This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website. | Fluency MCSaatchi uses third-party cookies from Vimeo, HubSpot, and hsforms.com to distinguish between humans and bots. These cookies are essential for maintaining the security of the website and ensuring valid reports on its usage without storing personally identifiable information. |
| \_\_hstc | fluency-mcsaatchi.com | / | Performance cookies | First-party | 6 months | This cookie name is associated with websites built on the HubSpot platform. It is reported by them as being used for website analytics. | Fluency MCSaatchi uses this first-party cookie from HubSpot to track user visits and sessions. This cookie helps us analyse user behaviour and improve website performance. |
| \_\_hssrc | fluency-mcsaatchi.com | / | Performance cookies | First-party | Session | This cookie name is associated with websites built on the HubSpot platform. It is reported by them as being used for website analytics. | Fluency MCSaatchi uses this first-party cookie from HubSpot to determine whether a user’s session has ended. This cookie supports website analytics and helps track visitor activity. |
| \_ga\_MSKMKDDYZ4 | .fluency-mcsaatchi.com | / | Performance cookies | First-party | 1 year 1 month | This cookie is used by Google Analytics to persist session state. | Fluency MCSaatchi uses this first-party cookie from Google Analytics to persist session state. This ensures consistent data across user visits, helping us better understand website performance. |
| \_ga | .fluency-mcsaatchi.com | / | Performance cookies | First-party | 1 year 1 month | This cookie is used by Google Analytics to persist session state. | Fluency MCSaatchi uses this first-party cookie from Google Analytics to distinguish unique users by assigning a randomly generated number. This cookie is included in each page request and is used to calculate visitor, session, and campaign data for analytics reports. |
| \_\_hssc | fluency-mcsaatchi.com | / | Performance cookies | First-party | 30 minutes | This cookie name is associated with websites built on the HubSpot platform. It is reported by them as being used for website analytics. | Fluency MCSaatchi uses this first-party cookie from HubSpot to track session counts and timestamps. This enables accurate analytics reporting and helps us analyse user behaviour. |
| \_cfuvid | .vimeo.com | / | Functionality cookies | Third-party | Session | This cookie is used for purposes of tracking users across sessions to optimize user experience by maintaining session consistency and providing personalized services. | Fluency MCSaatchi uses this third-party cookie from Vimeo, HubSpot, and hsforms.com to track users across sessions. This ensures a consistent user experience by maintaining session state and providing personalized services. |
| \_cfuvid | .hubspot.com | / | Functionality cookies | Third-party | Session | This cookie is used for purposes of tracking users across sessions to optimize user experience by maintaining session consistency and providing personalized services. | Fluency MCSaatchi uses this third-party cookie from Vimeo, HubSpot, and hsforms.com to track users across sessions. This ensures a consistent user experience by maintaining session state and providing personalized services. |
| \_cfuvid | .hsforms.com | / | Functionality cookies | Third-party | Session | This cookie is used for purposes of tracking users across sessions to optimize user experience by maintaining session consistency and providing personalized services. | Fluency MCSaatchi uses this third-party cookie from Vimeo, HubSpot, and hsforms.com to track users across sessions. This ensures a consistent user experience by maintaining session state and providing personalized services. |
| vuid | .vimeo.com | / | Functionality cookies | Third-party | 1 year 1 month | These cookies are used by the Vimeo video player on websites. | Fluency MCSaatchi uses this third-party cookie from Vimeo to support the functionality of the Vimeo video player. This cookie helps remember user preferences and provides a consistent video playback experience. |
| hubspotutk | fluency-mcsaatchi.com | / | Functionality cookies | First-party | 6 months | This cookie name is associated with websites built on the HubSpot platform. HubSpot report that its purpose is user authentication. As a persistent rather than a session cookie it cannot be classified as Strictly Necessary. | Fluency MCSaatchi uses this first-party cookie from HubSpot to authenticate returning users. This cookie supports personalized services and session consistency, though it cannot be classified as strictly necessary. |
| \_lfuuid | fluency-mcsaatchi.com | / | Tracking | First-party | 1 year | Tracks visitor activity and links it to a unique identifier. | Tracks visitors to identify businesses. |
| \_cf\_bm | .leadforensics.com | / | Security | Third-party | 30 minutes | Ensures website security and provides bot protection. | Protects the site from bots and malicious actors. |
| \_cfuvid | .leadforensics.com | / | Security | Third-party | Session | Tracks user sessions for security purposes. | Manages secure sessions for visitor analysis. |

Please note that the following third parties may also use cookies on our website, over which we have no control. These third parties include advertising networks, providers of external services such as web traffic analysis tools, and other service providers. These cookies are typically analytics, functionality, or marketing cookies.

The third parties we work with include but are not limited to:

* **Google Analytics**: Provides analytical cookies to help us understand website usage and improve functionality. For more information or to opt out of being tracked by Google Analytics across all websites, visit <https://tools.google.com/dlpage/gaoptout>.
* **HubSpot**: Tracks visitor behaviour to help us manage customer interactions and personalise content. For more information, visit HubSpot's cookie policy [here](https://legal.hubspot.com/cookie-policy).
* **Lead Forensics**: Data collected by Lead Forensics is limited to business-related information and does not include personal data. For more information on how Lead Forensics processes data, visit their [privacy policy](https://www.leadforensics.com/privacy-policy/). To opt out of Lead Forensics tracking, visit their [cookie policy](https://www.leadforensics.com/cookie-policy/).

To deactivate third-party advertising cookies, you may visit their respective opt-out pages or use the [Your Online Choices](https://www.youronlinechoices.com/) tool. Additionally, you can manage your cookie preferences through our cookie banner or browser settings.

How We Obtain Consent

We obtain your consent to use non-essential cookies (e.g., analytics and marketing cookies) when you first visit our website. Our cookie banner will prompt you to:

* Accept all cookies.
* Manage your preferences.
* Reject non-essential cookies.
* Strictly necessary cookies do not require consent and will be set automatically.

How to Manage Cookies

You can control and manage cookies through:

1. **Our Cookie Banner:** Update your preferences at any time using the "Manage Cookies" link at the footer of our website.
2. **Browser Settings**: Adjust your browser settings to accept, block, or delete cookies. Visit <https://www.aboutcookies.org/> for guidance on managing cookies in various browsers.

Please note that disabling certain cookies (such as strictly necessary cookies) may impact the functionality and performance of our website **and you may not be able to access all or parts of our website**.

Changes to This Policy

We may update this Cookie Policy from time to time to reflect changes in regulations or website functionality. The latest version will always be available on this page.

Contact Us

If you have questions about this Cookie Policy, please contact us at [legal@mcsaatchi.com](mailto:legal@mcsaatchi.com).