

Methods Cookie Policy

Use of Cookies

Our website use 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.

Types of Cookies

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.
- **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 more relevant to your interests.

Specific Cookies

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

Cookie Name	Provider	Domain	Description/Purpose
rc::a	www.google.com	reCAPTCHA	Used to track and analyse user behaviour to distinguish humans from bots or automated software.
__cf_bm	.hsappstatic.net	CloudFlare	Cloudflare places the cookie on end-user devices that access customer sites protected by Bot Management or Bot Fight Mode.
__cf_bm	.hsforms.com	CloudFlare	Cloudflare places the cookie on end-user devices that access customer sites protected by Bot Management or Bot Fight Mode.
__cf_bm	.hs-banner.com	CloudFlare	Cloudflare places the cookie on end-user devices that access customer sites protected by Bot Management or Bot Fight Mode.
__cf_bm	.hubspotusercontent-eu1.net	CloudFlare	Cloudflare places the cookie on end-user devices that access customer sites protected by Bot Management or Bot Fight Mode.
__cf_bm	.hubspot.com	CloudFlare	Cloudflare places the cookie on end-user devices that access customer sites protected by Bot Management or Bot Fight Mode.
__cf_bm	.hsforms.net	CloudFlare	Cloudflare places the cookie on end-user devices that access customer sites protected by Bot Management or Bot Fight Mode.
__cf_bm	.hs-scripts.com	CloudFlare	Cloudflare places the cookie on end-user devices that access customer sites protected by Bot Management or Bot Fight Mode.
__cf_bm	.www.methods.co.uk	CloudFlare	Cloudflare places the cookie on end-user devices that access customer sites protected by Bot Management or Bot Fight Mode.

__cf_bm	.hs-analytics.net	CloudFlare	Cloudflare places the cookie on end-user devices that access customer sites protected by Bot Management or Bot Fight Mode.
__cf_bm	.hubspotvideo.com	CloudFlare	Cloudflare places the cookie on end-user devices that access customer sites protected by Bot Management or Bot Fight Mode.
__cf_bm	.hubspotusercontent-na1.net	CloudFlare	Cloudflare places the cookie on end-user devices that access customer sites protected by Bot Management or Bot Fight Mode.
__ptq.gif	track-eu1.hubspot.com	HubSpot	Records anonymous page view data
__hstc	.methods.co.uk	HubSpot	The main cookie for tracking visitors.
hubspotutk	.methods.co.uk	HubSpot	This cookie keeps track of a visitor's identity. It is passed to HubSpot on form submission and used when deduplicating contacts.
__hssrc	.methods.co.uk	HubSpot	Whenever HubSpot changes the session cookie, this cookie is also set to determine if the visitor has restarted their browser.
__hssc	.methods.co.uk	HubSpot	This cookie keeps track of sessions.
ga#	.methods.co.uk	Google Analytics	Used to distinguish individual users by means of designation of a randomly generated number as client identifier, which allows calculation of visits and sessions
_ga	.methods.co.uk	Google Analytics	Records a particular ID used to come up with data about website usage by the user
s7	www.methods.co.uk	Adobe Analytics	Gather data regarding site usage and user behaviour on the website.

s7	forms-eu1.hsforms.com	Adobe Analytics	Gather data regarding site usage and user behaviour on the website.
_cfuvid	.www.methods.co.uk	Cloudflare	This cookie is set by Cloudflare to enhance security and performance. It helps identify trusted web traffic and ensures a secure browsing experience for users.
_cfuvid	.hubspot.com	Cloudflare	This cookie is set by Cloudflare to enhance security and performance. It helps identify trusted web traffic and ensures a secure browsing experience for users.
_cfuvid	.hsforms.com	Cloudflare	This cookie is set by Cloudflare to enhance security and performance. It helps identify trusted web traffic and ensures a secure browsing experience for users.
__cf_bm		Podbean	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 the website.
AWSELB		Podbean	Used to distribute traffic to our website on several servers in order to optimise response times.
AWSELBCORS		Podbean	Registers which server-cluster is serving you. This is used in context with load balancing, in order to optimise your user experience.
_at.hist.#		Podbean	Used by the social sharing platform AddThis to store your usage history of the AddThis sharing widget.
_at.cww		Podbean	Used by the social sharing platform AddThis.
lang		LinkedIn	Remembers your selected language version of our website.

AnalyticsSyncHistory		LinkedIn	Used in connection with data-synchronization with third-party analysis service.
bcookie		LinkedIn	Used by the social networking service, LinkedIn, for tracking the use of embedded services.
bscookie		LinkedIn	Used by the social networking service, LinkedIn, for tracking the use of embedded services.
lang		LinkedIn	Set by LinkedIn when a web page contains an embedded "Follow us" panel.
lfdc		LinkedIn	Used by the social networking service, LinkedIn, for tracking the use of embedded services.
UserMatchHistory		LinkedIn	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.
vuid		Vimeo	Collects data on the user's visits to the website, such as which pages have been read.

How do I change my cookie settings?

You can change your cookie settings and preferences at any time through your browser settings. To find out more about cookies, including how to see what cookies have been set, visit www.aboutcookies.org or www.allaboutcookies.org.

Find out how to manage cookies on popular browsers by clicking the following links:

[Google Chrome](#)

[Microsoft Edge](#)

[Mozilla Firefox](#)

[Microsoft Internet Explorer](#)

[Opera](#)

[Apple Safari](#)

To find information relating to other browsers, visit the browser developer's website.

To opt out of being tracked by Google Analytics across all websites, visit this [link](#).

Revision History

Version	Date	Author	Description of changes
001	June 2022	GJ/TY	First version
002	February 2025	LC	Rebranding and review of cookies policy

1. Document/Process Owner

Tamara Yarrow	Head of Compliance and Security
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2. Reviewers

Reviewers (Role)	
Gareth Jones	DPO
Dorota Mroz	Legal Counsel

3. Approval

NAME	ROLE	SIGNATURE/DATE