ALFORD HOUSE

COOKIES POLICY

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.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer. Cookies contain information that is transferred to your computer's hard drive.

We use Google Analytics to measure how users/visitors interact with the website. Google Analytics provides website owners with JavaScript tags (libraries) to record information about the page a user has seen, for example the URL of the page. The Google Analytics JavaScript libraries use HTTP Cookies to "remember" what a user has done on previous pages / interactions with the website.

There are three JavaScript tags that Google supports that measure the website usage. These tags are: **gtag.js**, **analytics.js** and **ga.js**.

analytics.js uses first party cookies to distinguish unique users and throttle the request rate.

gtag.js and **analytics.js** set cookies on the highest-level domain they can. For example, if your website address is “blog.example.co.uk”, **analytics.js** will set the cookie domain to “.example.co.uk”. Setting cookies on the highest-level domain possible allows users to be tracked across subdomains without any extra configuration.

gtag.js and **analytics.js** set the following cookies:

Cookie Name	Expiration Time	Description
_ga	2 years	Used to distinguish users.
_gid	24 hours	Used to distinguish users.
_gat	1 minute	Used to throttle request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named _dc_gtm_<property-id>.
AMP_TOKEN	30 seconds to 1 year	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.
gac<property-id>	90 days	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.

ga.js – cookie usage

The **ga.js** JavaScript library uses first-party cookies to:

- Determine which domain to measure
- Distinguish unique users
- Throttle the request rate
- Remember the number and time of previous visits
- Remember traffic source information
- Determine the start and end of a session
- Remember the value of visitor-level custom variables

This library sets the following cookies:

Cookie Name	Default Expiration Time	Description
utma	2 years from set/update	Used to distinguish users and sessions. The cookie is created when the javascript library executes and no existing utma cookies exists. The cookie is updated every time data is sent to Google Analytics.
utmt	10 minutes	Used to throttle request rate.
utmb	30 mins from set/update	Used to determine new sessions/visits. The cookie is created when the javascript library executes and no existing utmb cookies exists. The cookie is updated every time data is sent to Google Analytics.
utmc	End of browser session	Not used in ga.js. Set for interoperability with urchin.js. Historically, this cookie operated in conjunction with the utmb cookie to determine whether the user was in a new session/visit.
utmz	6 months from set/update	Stores the traffic source or campaign that explains how the user reached your site. The cookie is created when the javascript library executes and is updated every time data is sent to Google Analytics.
utmv	2 years from set/update	Used to store visitor-level custom variable data. This cookie is created when a developer uses the setCustomVar method with a visitor level custom variable. This cookie was also used for the deprecated _setVarmethod. The cookie is updated every time data is sent to Google Analytics.

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.