Cookie Policy

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used to make websites work, or work more efficiently, as well as to provide information to the owners of the site. The table below explains the cookies we use and why.

Strictly necessary cookies:

These are cookies that are required for the operation of our website.

Analytical 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.

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

Cookie	Name	Purpose
Cookie Preference	Cookie Control	This cookie is used to remember a user's choice about cookies on *www.worksmart.co.uk*. Where users have previously indicated a preference, that user's preference will be stored in this cookie.
Universal Analytics (Google)	-ga -gali -gat -gid	These cookies are used to collect information about how visitors use our website. We use the information to compile reports and to help us improve the website. The cookies collect information in a way that does not directly identify anyone, including the number of visitors to the website and blog, where visitors have come to the website from and the pages they visited. Read Google's overview of privacy and safeguarding data
Application firewall cookie	-zjc*	This cookie is set by a third-party web application firewall from Dyn to help maintain the security and performance of our website. Some traffic may receive a challenge to check if

		it is genuine and if it is, a cookie is set so the user is not challenged again.
YouTube Cookies	PREF* VSC* VISITOR_INFO1_LIVE* remote_sid*	We embed videos from our official YouTube channel using YouTube's privacy-enhanced mode. This mode may set cookies on your computer once you click on the YouTube video player, but YouTube will not store personally-identifiable cookie information for playbacks of embedded videos using the privacy-enhanced mode. Read more at <u>YouTube's embedding videos information page.</u> PREF - * Expires after eight months VSC - * expires at the end of your session VISITOR_INFO1_LIVE - *expires after eight months remote_sid - * expires at the end of your session
Soundcloud Cookies	"a" "c" "qc"	We embed podcasts from our Soundcloud channel. By listening to these, cookies are set up to recognise you when you visit our website.
HubSpot Cookies	__hs_opt_out __hs_do_not_track __hs_cookie_cat_pref __hstc Hubspotutk	• This cookie is used by the <u>opt-in privacy policy</u> to remember not to ask the visitor to accept cookies again • This cookie is set when you give visitors the choice to opt out of cookies. • This cookie can be set to prevent the tracking code from sending any information to HubSpot • This cookie is used to record the categories a visitor consented to • The main cookie for tracking visitors • It contains the domain, utk, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit),

	__hssc	and session number (increments for each subsequent session) • This cookie keeps track of a visitor's identity. It is passed to HubSpot on form submission and used when deduplicating contacts • This cookie keeps track of sessions

You can 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 website.

We do not share the information collected by the cookies set by Worksmart Ltd with any third parties.