



## **The Engagement Coach Cookie Policy**

This is the Cookie Policy for The Engagement Coach, accessible from [www.theengagementcoach.co.uk](http://www.theengagementcoach.co.uk)

### **What Are Cookies**

As is common practice with almost all professional websites this site uses cookies, which are tiny files that are downloaded to your computer, to improve your experience. This page describes what information they gather, how we use it and why we sometimes need to store these cookies. We will also share how you can prevent these cookies from being stored however this may downgrade or 'break' certain elements of the sites functionality.

For more general information on cookies see the Wikipedia article on HTTP Cookies.

### **How We Use Cookies**

We use cookies primarily for analysing the performance of our site and review audience behaviour. Unfortunately, in most cases there are no industry standard options for disabling cookies without completely disabling the functionality and features they add to this site. It is recommended that you leave on all cookies if you are not sure whether you need them or not in case they are used to provide a service that you use.

### **Disabling Cookies**

You can prevent the setting of cookies by adjusting the settings on your browser (see your browser Help for how to do this). Be aware that disabling cookies will affect the functionality of this and many other websites that you visit. Disabling cookies will usually result in also disabling certain functionality and features of this site. Therefore it is recommended that you do not disable cookies.

### **The Cookies We Set**

#### **Analytics Cookies.**

We and our service providers may use analytics cookies, which are sometimes called performance cookies, to collect information about your use of the Site and enable us to improve the way it works. Analytics cookies collect information about how you use the Site, for instance, which pages you go to most. The information allows us to count our audience size, see the overall patterns of usage on the Site, help us record any difficulties you have with the Site and show us whether our online messaging is effective or not.

The following cookies are used by us on our site:

#### **Our site sets:**

- PHPSESSID: Used to power features like the blog search, lasts until browser restart
- csrf: Used to mitigate Cross-Site Request Forgery attacks, lasts until browser restart



## Third Party Cookies

In some special cases we also use cookies provided by trusted third parties. The following section details which third party cookies you might encounter through this site.

- This site uses Google Analytics which is one of the most widespread and trusted analytics solution on the web for helping us to understand how you use the site and ways that we can improve your experience. These cookies may track things such as how long you spend on the site and the pages that you visit so we can continue to produce engaging content.

For more information on Google Analytics cookies, see the official Google Analytics page.

These cookies used are:

### Google analytics sets the following cookies:

- `_ga`: Used to distinguish (track) users, lasts for 2 years
- `_gid`: Used to distinguish (track) users, lasts for 24 hours
- `_gat`: Used to ensure the browser doesn't send too many requests

### We also use Sumo sets:

- `__smToken`: Used to distinguish (track) users, lasts for 1 year
- `__smVID`: Unknown, lasts for 1 month

## More Information

Hopefully that has clarified things for you and as was previously mentioned if there is something that you aren't sure whether you need or not it's usually safer to leave cookies enabled in case it does interact with one of the features you use on our site. However, if you are still looking for more information, then you can contact us through the email address below:

- Email: [contact@theengagementcoach.co.uk](mailto:contact@theengagementcoach.co.uk)