

## FLORENCE ACADEMY PRIVACY POLICY

### INTRODUCTION

We are committed to protecting the privacy of those with whom we interact, and we recognise the need to respect and protect information that is collected or disclosed to us (called "Personal Information", explained below).

This Privacy Policy is intended to tell you how we use your Personal Information and is in a layered format to give you the information you need at a glance, with the option of following a link if you want to find out more. If you still can't find the information you need, you can contact us by reference to the details set out in section 1 below. Please click on the links below for further information on our privacy practices:

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2. [THE DATA WE COLLECT ABOUT YOU](#)
3. [HOW IS YOUR PERSONAL INFORMATION COLLECTED?](#)
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This privacy policy should be read in conjunction with the Florence Academy Terms & Conditions. The definitions in the Terms & Conditions are used throughout this privacy policy.

### 1. WHO WE ARE AND IMPORTANT INFORMATION

#### WHO WE ARE

We are Digital Staff Solutions Ltd (trading as Florence) ("Florence", "we", "us"). We operate [www.florenceacademy.co.uk](http://www.florenceacademy.co.uk) (the "Website"). We are the controller and are responsible for your Personal Information.

We are a limited company registered in England and Wales under company number 10434349 and our registered office is at Second Floor C/O FKGB, 201 Haverstock Hill, London NW3 4QG. Our registered VAT number is 255259294. To contact us, please email us at [hello@florence.co.uk](mailto:hello@florence.co.uk) or telephone us on 020 3911 2555 during office hours (Monday - Friday · 09:00 - 17:00).

We are a registered fee payer with the Information Commissioner's Office (registration number ZA224675). We have appointed a data protection officer (DPO) who is responsible for overseeing questions in relation to this privacy policy but as a first step please contact our COO, Dan Blake. If

you have any questions about this Privacy Policy, including any requests to exercise your legal rights, please contact us using the following details:

FAO DPO c/o Dan Blake  
Florence  
8 Devonshire Square  
London  
EC2M 4PL

hello@florence.co.uk

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

## **PURPOSE OF THIS PRIVACY POLICY**

This privacy policy aims to give you information on how Florence collects and processes your personal data through your use of the Website, including any data you may provide through the Website when you create an account or complete a course.

The Website is not intended for children and we do not knowingly collect data relating to children.

It is important that you read this privacy policy together with any other privacy policy or fair processing policy we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy policy supplements other notices and privacy policies and is not intended to override them.

## **CHANGES TO THE PRIVACY POLICY AND YOUR DUTY TO INFORM US OF CHANGES**

We keep our privacy policy under regular review.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

## **2. THE DATA WE COLLECT ABOUT YOU**

For the purposes of this Privacy Policy, "**Personal Information**" consists of any information that relates to you and/or information from which you can be identified, directly or indirectly. It does not include data where the identity has been removed (anonymous data). For example, information which identifies you may consist of your name, address, telephone number, photographs, location data, an online identifier (e.g. cookies identifiers and your IP address) or to one or more factors specific to your physical, economic, cultural or social identity. When we combine other information (i.e. information that does not, on its own, identify you) with Personal Information, we treat the combined information as Personal Information.

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

**"Career Data"** includes job role.

**"Community Data"** includes any information you send to other users of the Website via the bulletin boards/chat rooms.

**"Contact Data"** includes postcode, email address and telephone numbers.

**"Financial Data"** includes bank account details, direct debit mandate.

**"Identity Data"** includes first name, maiden name and last name.

**"Marketing and Communications Data"** includes your preferences in receiving marketing from us and your communication preferences.

**"Profile Data"** means your username, password and Academy pin, your progress on any of the courses within the Website and any awarded certificates, your interests, preferences, feedback and survey responses.

**"Services Data"** includes information about how you use our services, details of which services you have received from us, choices you have made on the Website (including, for example, settings), [responses to surveys and requests for feedback,] information about our use of your services, correspondence and communications with you and information about any complaints or enquiries you make to us.

**"Technical Data"** includes internet protocol (IP) address, your username and password, usage session dates and duration, page views, time zone setting and location, browser plug-in types and versions, operating system and platform, the type of browser used while visiting our Website, how you use our Website and the numbers of users who visit our Website.

**"Usage Data"** includes information about how you use our Website, products and services.

We also collect, use and share aggregated, anonymous or pseudonymised data, such as statistical or demographic data for any purpose. This data could be derived from your Personal Information but is not considered personal data in law as it does **not** directly or indirectly reveal your identity. However, if we combine any of this data with your Personal Information so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy policy.

We do not collect any **"Special Categories of Personal Data"** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

### **IF YOU FAIL TO PROVIDE PERSONAL DATA**

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may not be able to provide you with a certificate you have obtained from passing one of our online courses but we will notify you if this is the case at the time.

### **3. HOW IS YOUR PERSONAL INFORMATION COLLECTED?**

We use different methods to collect data from and about you including through:

**Direct interactions.** You may give us your Identity Data, Career Data, Contact Data, [Financial Data,] Marketing and Communications Data and Profile Data by filling in forms or by corresponding with us by phone, email or otherwise. We collect Services Data when we correspond with you about our services and when you use the Website. This includes Personal Information you provide when you

create an account on the Website[; subscribe to our service or publications; request marketing to be sent to you; enter a competition, promotion or survey; or give us feedback or contact us].

**Automated technologies or interactions.** When you interact with our Website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this Personal Information by using cookies, other similar technologies and our analytics providers. We may also receive Technical Data about you if you visit other websites employing our cookies. Please see [section 11](#) below for further details.

**Third parties or publicly available sources.** We may receive personal data about you from various third parties and public sources.

#### 4. HOW WE USE YOUR PERSONAL INFORMATION

We will only use your Personal Information when the law allows us to do so. Most commonly, we will use your Personal Information in the following circumstances:

- Where we need to perform the contract we are about to enter into or have entered into with you (for example to provide the online courses).
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests. The legitimate interests we rely on are set out next to each purpose below.
- Where we need to comply with a legal obligation.

Generally, we do not rely on consent as a legal basis for processing your Personal Information although we will seek your consent as part of the account registration process and profile creation and before sending third party direct marketing communications to you via email or text message. If we rely on your consent to process your Personal Information, you may withdraw your consent at any time by contacting us.

#### PURPOSES FOR WHICH WE WILL USE YOUR PERSONAL INFORMATION

We have set out below details of the Personal Information we may collect and the purposes for which it is collected. For each purpose, we describe the legal bases we rely on to justify such use of your Personal Information.

Note that we may process your Personal Information for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground we are relying on to process your Personal Information where more than one ground has been set out in the table below.

Purpose/Activity	Type of data	Lawful basis for processing
To register you as a new Member.	(a) Identity Data (b) Contact Data	Necessary for performance of a contract with you.
To provide you with our services including: <ul style="list-style-type: none"> <li>• operating the Website;</li> <li>• allowing you to amend your</li> </ul>	(a) Identity Data (b) Career Data (c) Contact Data	Necessary for: (a) performance of a contract with you; (b) our legitimate interests to operate

<p>profile;</p> <ul style="list-style-type: none"> <li>• [allowing you to communicate with other users;]</li> <li>• [managing payments, fees and charges; and</li> <li>• collecting and seeking to recover money owed to us.</li> </ul>	<p>(c) Financial Data (d) Community Data (e) Marketing and Communications (f) Services Data (g) Profile Data</p>	<p>the Website; and (c) our legitimate interests to recover debts due to us.</p>
<p>To manage our relationship with you which will include:</p> <ul style="list-style-type: none"> <li>• notifying you about changes to our terms or privacy policy;</li> <li>• providing the Florence platform and website (accessible <a href="#">here</a>) with details of the online courses you have passed (where you are registered as a member of the Florence platform); and</li> <li>• asking you to leave a review or provide feedback.</li> </ul>	<p>(a) Identity Data (b) Contact Data (c) Profile Data (d) Marketing and Communications Data (e) Services Data</p>	<p>Necessary: (a) for performance of a contract with you; (b) to comply with our legal obligations; and (c) for our legitimate interests to keep our records updated and to study how users use our services.</p>
<p>For security purposes and to administer and protect our Website:</p> <ul style="list-style-type: none"> <li>• to maintain and enhance the Website;</li> <li>• to ensure that content from it is presented in the most effective manner for you and your computer; and</li> <li>• to enhance the user experience (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data).</li> </ul>	<p>Technical Data</p>	<p>Necessary: (a) for our legitimate interests in running our business, to ensure the security of our systems, to assist us in the provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise; (b) for performance of a contract with you; (c) to comply with a legal obligation.</p>
<p>To deliver relevant website content and provide you with marketing information relating to the services and activities which you request from us or which we feel may be of interest to you, and to measure or understand the effectiveness of the</p>	<p>(a) Identity Data (b) Contact Data (c) Profile Data (d) Usage Data (e) Marketing and</p>	<p>Necessary for our legitimate interests to study how users use our services, to develop our services, grow our business and inform our marketing strategy.</p>

marketing we serve to you.	Communications (f) Technical Data (g) Services Data	
Business and analysis purposes: <ul style="list-style-type: none"> <li>• for business monitoring, assessment and analysis of our users;</li> <li>• to develop our business strategy;</li> <li>• record keeping including maintaining our accounts;</li> <li>• complying with good practice and for other administrative, operational and security reasons; and</li> <li>• to seek your thoughts and opinions on the services we provide.</li> </ul>	(a) Identity Data (b) Contact Data (c) Profile Data (d) Usage Data (e) Marketing Communications and (f) Technical Data (g) Services Data	Necessary: (a) for our legitimate interests in running our business efficiently, successfully and in order to keep our records updated; and (b) to comply with a legal obligation.
To improve the Website, services, customer relationships and experiences.	(a) Technical Data (b) Services Data (c) Usage Data	Necessary for our legitimate interests to understand how users use our services, to keep the Website updated, to develop our business and to inform our marketing strategy.
To prevent and detect crime, fraud or corruption and to meet our legal, regulatory and ethical responsibilities.	(a) Identity Data (b) Contact Data (c) Technical Data (d) Services Data	Necessary to comply with our legal obligations.
To make suggestions and recommendations to you about goods or services that may be of interest to you.	(a) Identity Data (b) Contact Data (c) Technical Data (d) Usage Data (e) Profile Data (f) Marketing Communications and	Necessary for our legitimate interests to develop our products/services and grow our business.

## MARKETING

We may use your Personal Information to provide you with email notifications and other communications by email, on the basis that it is in our legitimate interests to use your Personal Information for these purposes in developing our services. For further information on this, see the ['Your Choices'](#) section of this Privacy Policy.

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you.

You will receive marketing communications from us if you have requested information from us or used services provided by us and you have not opted out of receiving that marketing.

### **THIRD-PARTY MARKETING**

We will seek your express opt-in consent before we share your Personal Information with any third party for marketing purposes.

### **CHANGE OF PURPOSE**

Where we need to use your Personal Information for another reason other than for the purpose for which we collected it, we will only use your Personal Information where that reason is compatible with the original purpose. If we need to use your Personal Information for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

## **5. DISCLOSURES OF YOUR PERSONAL INFORMATION**

We will only use your Personal Information for our internal business purposes, some of which are mentioned above. We may disclose your information to the following entities:

- a) Providers of healthcare services and operators of healthcare facilities including, but not limited to, care homes, hospitals and prisons which are members of the Florence Platform and website ("**Healthcare Service Providers**")

If you are a member of the Florence Platform and website (accessible [here](#)) we may disclose the online courses you have completed and the certificates you have obtained from passing these online courses to Healthcare Services Providers. For example, we may share Identity Data, Contact Data, Profile Data, Career Data and Services Data with Healthcare Service Providers when you apply for a vacancy with those Healthcare Service Providers.

- b) **Service Providers**

We use third party service providers to help us to administer certain activities and services on our behalf, such as IT, hosting and cloud services, payment processing services and marketing services. We may share Personal Information about you with such third party service providers solely for the purpose of enabling them to perform services on our behalf and they will operate only in accordance with our instructions. Here are examples of third-party service providers we use:

IT Service Provider and Administration Services – we use salesforce.com, inc. and Amazon Web Services, Inc. to provide us with IT, hosting and cloud services.

Marketing and Analytics Services – [we use Segment.io, Inc. and Facebook to provide us with marketing and analytics services including Facebook Pixel and Custom Audiences].

Payment Processing Services – we use third party online payment processors to collect, process, hold and/or remit payments. [Currently we use Mangopay S.A. and Hpillars Limited, trading as Telleroo. We may also use our bank which is currently National Westminster Bank Plc].

- c) **Anonymous Statistics**

We prepare and develop anonymous, aggregate or generic data and statistics for various reasons (such as aggregate usage statistics including "page views" on the Website, analysing how users use our content and for marketing). As this data is anonymous (i.e. you cannot be identified from it) we do not consider this information to be Personal Information. As such, we may share it with any third party.

**d) Third parties when required by law**

We will disclose your Personal Information to comply with applicable law or respond to valid legal process, including from our regulators, law enforcement or other government agencies (in which case such agencies or regulators will be acting as controllers as well); to protect the users of the Website (e.g. to prevent spam or attempts to defraud them); to operate and maintain the security of the Website (e.g. to prevent or stop an attack on our systems or networks); or to protect our rights or property.

**e) Other Parties in Connection with Corporate Transactions**

We may disclose your Personal Information to a third party in the event that all or substantially all of our business or assets are or are intended to be sold or otherwise assigned to another entity.

**f) Other Parties at Your Direction**

We may share Personal Information about you with third parties when you request such sharing, such as to prospective employers, or to your legal or other professional advisers.

**6. INTERNATIONAL TRANSFERS**

The Personal Information that we collect from you may be stored and processed in your region, or transferred to, stored at or otherwise processed outside the European Economic Area ("EEA").

By using the Website and/or providing us with your Personal Information, you acknowledge that we will collect, transfer, store and process your information outside the EEA. We will take all steps reasonably necessary to ensure that your Personal Information is kept secure and treated in accordance with this Privacy Policy and the requirements of applicable law wherever the data is located.

Where we transfer your Personal Information outside the EEA to third parties, we will ensure that appropriate transfer agreements and mechanisms, such as the EU Standard Contractual Clauses, are in place to help ensure that our third party service providers provide an adequate level of protection to your Personal Information. We will only transfer your Personal Information outside the EEA in accordance with applicable laws or where you have given us your consent to do so.

**7. DATA SECURITY**

We have put in place appropriate physical and technical measures to safeguard your Personal Information. In addition, we limit access to your Personal Information to those employees, agents, contractors and other third parties who have a business need to know. They will only process your Personal Information on our instructions and they are subject to a duty of confidentiality. When we use service providers to assist us in processing your Personal Information, we have written contracts in place with such service provider which means that they cannot do anything with your Personal Information unless we have instructed them to do so.

However, please note that although we take appropriate steps to protect your Personal Information, no website or transmission of data, computer system or wireless connection is completely secure and therefore we cannot guarantee the security of your Personal Information.

## **8. DATA RETENTION**

### **HOW LONG WILL YOU USE MY PERSONAL INFORMATION FOR?**

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect of our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

We retain users' Personal Information for 7 years after deletion of their account.

When your Personal Information is no longer required for the purpose it was collected or as required by applicable law, it will be deleted and/or returned to you in accordance with applicable law.

In some circumstances you can ask us to delete your Personal Information (see section [\[9\]](#) below).

## **9. YOUR LEGAL RIGHTS**

We will collect, store and process your Personal Information in accordance with your rights under any applicable data protection laws. Under certain circumstances, you have the following rights in relation to your Personal Information:

- a) **Subject Access** - you have the right to request details of the Personal Information which we hold about you and copies of such Personal Information.
- b) **Right to Withdraw Consent** – where you have consented to our processing of your Personal Information, you have the right to withdraw such consent at any time. In the event you wish to withdraw your consent to processing, please contact us using the details provided in [section 1](#).
- c) **Data Portability** – you may, in certain circumstances, request us to port (i.e. transmit) your Personal Information directly to another organisation or to you.
- d) **Rectification** – we want to ensure that the Personal Information about you that we hold is accurate and up to date. If you think that any information we have about you is incorrect or incomplete, please let us know. To the extent required by applicable laws, we will rectify or update any incorrect or inaccurate Personal Information about you.
- e) **Erasure** ('right to be forgotten') - you have the right to have your Personal Information 'erased' in certain specified situations.
- f) **Restriction of processing** – you have the right in certain specified situations to require us to stop processing your Personal Information.

- g) **Object to processing** – you have the right to object to specific types of processing of your Personal Information, such as, where we are processing your Personal Information for the purposes of direct marketing.
- h) **Prevent automated decision-taking** – in certain circumstances, you have the right not to be subject to a decision being taken solely on the basis of automated processing.

## **ENFORCING YOUR RIGHTS**

If you wish to enforce any of your rights under applicable data protection laws, then please contact us using the details in [section 1](#) above.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your Personal Information (or to exercise any of your other rights). This is a security measure to ensure that Personal Information is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We will respond to your request without undue delay and by no later than one month from receipt of any such request, unless a longer period is permitted by applicable data protection laws, and we may charge a reasonable fee for dealing with your request which we will notify to you. Please note that we will only charge a fee where we are permitted to do so by applicable data protection laws.

## **COMPLAINTS**

If you are concerned that we have not complied with your legal rights under applicable data protection laws, you may contact the Information Commissioner's Office ([www.ico.gov.uk](http://www.ico.gov.uk)) which is the data protection regulator in the UK which is where we are located. The ICO's address is:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

Alternatively, if you are based outside the UK, you may contact your local data protection supervisory authority.

## **10. THIRD-PARTY LINKS**

Our Website may contain links to other third party websites that are not operated by us. These linked sites and applications are not under our control and as such, we are not responsible for the privacy practices or the content of any linked websites and online applications. If you choose to use any third party websites, any Personal Information collected by the third party's website will be controlled by the privacy policy of that third party. We strongly recommend that you take the time to review the privacy policies of any third parties to which you provide Personal Information.

## **11. COOKIES**

### **What are cookies?**

We may use cookies on our Website. Cookies are small text files that can be read by a web server in the domain that put the cookie on your hard drive. Cookies are assigned to and stored in a user's internet browser on a temporary basis (for the duration of the online session only) or a persistent basis (cookies stay on the computer after the internet browser or device has been closed). Cookies collect and store information about a user's preferences, product usage and content viewed which allows us to provide users with an enhanced and customized experience when engaging with the Website.

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of the Website may become inaccessible or not function properly.

See our [Cookies Policy](#) below for further information on cookies and how we use them.

## **12. YOUR CHOICES**

When you request information on or from the Website, or otherwise communicate with us, we may use your Personal Information to send you marketing-related correspondence by email related to our services and products. When we process your Personal Information for marketing purposes, we do so on the basis that it is in our legitimate interests to use your Personal Information for these purposes.

We may also use your Personal Information to personalise and to target more effectively our marketing communications to ensure, to the extent possible, that any marketing-related correspondence is relevant to you.

To opt out of receiving marketing-related correspondence from us, please click "Unsubscribe" from any marketing or promotional email you receive from us.

## **13. CHANGES TO THIS PRIVACY POLICY**

We may make changes to this Privacy Policy from time to time. You are, therefore, advised to re-visit this Privacy Policy on a regular basis. The "Date last updated" legend at the bottom of this page states when the notice was last updated, and any non-material changes will become effective upon our posting of the revised Privacy Policy.

We will provide notice to you if these changes are material and, where required by applicable law, we will seek your consent. We will provide this notice by announcing that these changes have been made on our home page and on any other key pages on the Website. Any material changes to our Privacy Policy will be posted on the Website 10 days prior to these changes taking place.

Date last updated: August 2019

## Florence Academy Cookies Policy

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 if you agree. Cookies contain information that is transferred to your computer's hard drive.

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, or cookies that remember information you have previously entered to complete a form as you proceed through a journey on our website.

**Analytical/performance cookies.** These cookies 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 our website and enhance users' experience.

**Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you 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 visit and the links you follow. We use this information to make our website and any advertising we may choose to display on it more relevant to your interests. We may also share this information with third parties for this purpose.

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

Cookie Title	Cookie Name	Category	Purpose	Duration of Cookie
Florence	__florence_session	Strictly necessary	This cookie is used to identify a user's session and temporarily store a unique identifier for that session. It is essential for the functionality of forms on our website.	30 days
Google Universal Analytics	_ga _gali _gat_UA-1036645-1 _gid	Analytical / performance	<p>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.</p> <p>The cookies collect information in an anonymous form, including the number of visitors to the website and blog, where visitors have come to the website from and the pages they visited.</p> <p>Read Google's overview of privacy and safeguarding data <a href="#">here</a>.</p>	10 years

Cloudflare	__cfduid	Security	The <i>__cfduid</i> cookie is used to identify individual clients behind a shared IP address and apply security settings on a per-client basis. For example, if a visitor is in a coffee shop where there may be several infected machines, but the specific visitor's machine is trusted (for example, because they completed a challenge within your Challenge Passage period), the cookie allows Cloudflare to identify that client and not challenge them again. It does not correspond to any user ID in your web application, and does not store any personally identifiable information.	1 year
Drip	_drip_client_{HASH}	Analytics	This cookie allows us to identify logged in users for our email platform.	2 years
Facebook	_fbp	Analytics	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 an anonymous form, including the number of visitors to the website and blog, where visitors have come to the website from and the pages they visited. For more information visit: <a href="https://www.facebook.com/legal/technology_terms">https://www.facebook.com/legal/technology_terms</a>	1 day
Sumo	__smToken	Targeting	The <i>__smToken</i> is set once you login to Sumo and is checked to verify whether you are logged into Sumo or not.	6 months
Intercom	intercom-id-{HASH} intercom-lou-{HASH}	Functionality	This cookie is used by Intercom to recognise if you have visited the website before, and to list your past conversations.	6 months
Median	mdn_anonymous_id	Analytical/performance	This cookie allows you to share your screen with us, so we can help you with troubleshooting.	10 years

ShareThis	attrb attru attrg	Analytics/performance	These cookies are used by Share This to track the sharing of content	1 year
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Please note that third parties (including, for example Google Analytics, Sumo, ShareThis, Intercom, Drip, Median, Facebook, Cloudflare, Twitter, 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 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 site and your user experience may be impacted.

We also use certain other tracking technologies in addition to cookies, such as:

- Facebook Pixel, Twitter Pixel Helper, Google Analytics, Google Ads Display, LinkedIn Insight, Tamme Analytics, Drip Analytics, Intercom, Attribution App, GoSquared, Median

Date last updated: August 2019