COOKIE NOTICE

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1 INTRODUCTION

1.1 Our Website (www.purplesector.tech) uses cookies and similar technologies. This helps us to provide you with a good experience when you browse our Website and also allows us to improve our Website.

1.2 Cookies are small text files that are downloaded to your device (e.g. your computer or smartphone). Cookies contain uniquely generated references which are used to distinguish you from other users. They allow information gathered on one webpage to be stored until it is needed for use on another, allowing our Website to provide you with a personalised experience (like remembering your favourites) and provide us with statistics about how you interact with our (and sometimes third party) Website.

1.3 Cookies are not harmful to your devices (like a virus or malicious code) but some individuals prefer not to share their information (for example, to avoid targeted advertising).

2 DIFFERENT TYPES OF COOKIES

2.1 **Session vs. persistent cookies:** cookies have a limited lifespan. Cookies which only last a short time or end when you close your browser are called session cookies. Cookies which remain on your device for longer are called persistent cookies (these are the type of cookies that allow websites to remember your details when you log back onto them).

2.2 **First party vs. third party cookies:** cookies placed on your device by the website owner are called first party cookies. When the website owner uses other businesses' technology to help them manage and monitor their website, the cookies added by the other business are called third party cookies.

2.3 **Categories of cookies:** cookies can be grouped by what they help the website or website owner do:

- **Necessary cookies** are cookies which help the website to run properly (when they are strictly necessary cookies it means their only function is to help the website work);
- **Analytical cookies** are used to understand how visitors interact with the website. These cookies help provide information on metrics the number of visitors, bounce rate, etc.

3 WHAT DO WE USE COOKIES FOR?

3.1 We use cookies:

a. to track how visitors use our Website;
b. where we post content and links to content, we use cookies to capture and analyse information such as number of views and shares.

4 WHAT COOKIES DO WE USE?

4.1 The cookies we use on our Website are:

Cookie	Purpose	What it does	How long it lasts
wordpress_logged_in_[hash]	Authentication & Session Management	Stores login authentication details after a user logs in.	Until session ends
wordpress_sec_[hash]	Authentication & Session Management	Security cookie used to prevent unauthorized access	Until session ends
wp-settings-[user_id]	Authentication & Session Management	Stores user-specific admin panel and dashboard settings.	1 year
wp-settings-time-[user_id]	Authentication & Session Management	Stores the timestamp of when wp-settings-[user_id] was set	1 year
_ga	Google Analytics	Used to distinguish users.	2 years
_ga_<container-id>	Google Analytics	Used to persist session state.	2 years
__hs_opt_out	HubSpot	This cookie is used by the opt-in privacy policy to remember not to ask the visitor to accept cookies again.	6 months
__hs_do_not_track	HubSpot	This cookie can be set to prevent the tracking code from sending any information to HubSpot.	6 months
__hs_initial_opt_in	HubSpot	This cookie is used to prevent the banner from always displaying when visitors are browsing in strict mode.	7 days
__hs_cookie_cat_pref	HubSpot	This cookie is used to record the categories a visitor consented to.	6 months
__hs_gpc_banner_dismiss	HubSpot	This cookie is used when the Global Privacy Control banner is dismissed.	180 days
__hs_notify_banner_dismiss	HubSpot	This cookie is used when the website uses a Notify consent banner type.	180 days
hs_ab_test	HubSpot	This cookie is used to consistently serve visitors the same version of an A/B test page they've seen before.	Until session ends

<id>_key	HubSpot	When visiting a password-protected page, this cookie is set so future visits to the page from the same browser do not require login again.	14 days
hs-messages-is-open	HubSpot	This cookie is used to determine and save whether the chat widget is open for future visits.	30 minutes
hs-messages-hide-welcome-message	HubSpot	This cookie is used to prevent the chat widget welcome message from appearing again for one day after it is dismissed.	1 day
__hsmem	HubSpot	This cookie is set when visitors log in to a HubSpot-hosted site.	7 days
hs-membership-csrf	HubSpot	This cookie is used to ensure that content membership logins cannot be forged.	Until session ends
__cfruid	HubSpot	This cookie is set by HubSpot's CDN provider because of their rate limiting policies.	Until session ends
__cfuvid	HubSpot	This cookie is set by HubSpot's CDN provider because of their rate limiting policies.	Until session ends
__cf_bm	HubSpot	This cookie is set by HubSpot's CDN provider and is a necessary cookie for bot protection.	Expires in 30 minutes
__hstc	HubSpot	The main cookie for tracking visitors.	6 months
hubspotutk	HubSpot	This cookie keeps track of a visitor's identity. It is passed to HubSpot on form submission and used when deduplicating contacts.	6 months
__hssc	HubSpot	This cookie keeps track of sessions.	30 minutes
__hssrc	HubSpot	Whenever HubSpot changes the session cookie, this cookie is also set to determine if the visitor has restarted their browser.	Until session ends

4.2 We can only use cookies with your permission (you will be prompted by a message when you first visit our Website, also known as a cookie banner, where you can choose to accept or decline our cookies).

4.3 You can update your cookies settings and permissions on our Website by clicking the cookie preferences icon in the bottom right of the screen. This will let you revisit the cookie consent banner and change your preferences or withdraw your consent right away.

4.4 You can choose to decline cookies but if you turn off necessary cookies, some pages and functions on our Website may not work properly. You can also manage cookies through your browser settings or device settings (your user manual should contain additional information). You may wish to visit https://allaboutcookies.org/how-to-manage-cookies to find out how to disable cookies on different browsers.

4.5 You can also delete cookies and opt-out of being tracked by certain cookies directly with the relevant third-parties (for example, you can disable Google Analytics on their website).

4.6 If you have any questions about our cookies, or how we otherwise use your personal data, please visit our Privacy Notice (http://purplesector.tech/privacy-notice) for further details.