

Cookie Notice

This website uses cookies. Please read this cookie policy alongside our privacy policy. We last updated this cookie policy February 2022.

Who we are

The pages on the website (“the Website”) are published by Palintest Limited, a company registered in England and Wales with company registration number 1204118, whose registered address is at Palintest Limited, Palintest House, Kingsway, Team Valley, Tyne & Wear, NE11 0NS, United Kingdom.

What are cookies?

Cookies are small text files that websites save to your device or browser’s memory. When you visit the Website, to make it work effectively we use cookies and similar technologies.

Below we use the word “cookies” for both cookies and other similar technologies which also rely on information stored on your computer or mobile device.

Please see **Further Information On Cookies** below for links that provide more details about cookies, including how to manage them with your browser settings.

We use two types of cookies: Strictly necessary and Optional

Strictly necessary cookies

Some of the cookies we use are essential to operate the Website. Unless your browser settings block cookies we will automatically set these essential cookies on your device.

Please see **Further Information On Cookies** below for links that provide details of how to block cookies with your browser settings.

The table below lists the essential cookies we use as well as explaining what they do and how long they will stay on your device.

Name	Purpose	Expiry
AWSALBCORS	This cookie is managed by AWS and is used for load balancing.	7 Days
__RequestVerificationToken	This is an anti-forgery cookie set by web applications built using ASP.NET MVC technologies. It is designed to stop unauthorised posting of content to a website, known as Cross-Site Request Forgery. It holds no information about the user and is destroyed on closing the browser.	Session
AWSALB	AWS ELB application load balancer	7 Days
ASP.NET_SessionId	General purpose platform session cookie, used by sites written with Microsoft .NET based technologies. Usually used to maintain an anonymised user session by the server.	Session



We exist to safeguard water for everyone, every day.

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Performance

We also use the performance cookies in the table below to measure website analytics and performance. We will only use these cookies if you consent to them when you first visit the website.

Name	Purpose	Expiry
_hjTLDTTest	When the Hotjar script executes we try to determine the most generic cookie path we should use, instead of the page hostname. This is done so that cookies can be shared across subdomains (where applicable). To determine this, we try to store the _hjTLDTTest cookie for different URL substring alternatives until it fails. After this check, the cookie is removed.	Session
_hjIncludedInSessionSample	This cookie is set to let Hotjar know whether that visitor is included in the data sampling defined by your site's daily session limit.	Session
_hjid	Hotjar cookie. This cookie is set when the customer first lands on a page with the Hotjar script. It is used to persist the random user ID, unique to that site on the browser. This ensures that behaviour in subsequent visits to the same site will be attributed to the same user ID.	Session
_hjAbsoluteSessionInProgress	This cookie is used by HotJar to detect the first pageview session of a user. This is a True/False flag set by the cookie.	Session
_hjFirstSeen	Identifies a new user's first session on a website, indicating whether or not Hotjar's seeing this user for the first time.	Session
_hjIncludedInPageviewSample	This cookie is set to let Hotjar know whether that visitor is included in the data sampling defined by your site's pageview limit.	Session

Functionality

Name	Purpose	Expiry
lidc	This is a Microsoft MSN 1st party cookie that ensures the proper functioning of this website.	Session
ajs_anonymous_id	These cookies are generally used for Analytics and help count how many people visit a certain site by tracking if you have visited before. This cookie has a lifespan of 1 year.	Session

Marketing

Name	Purpose	Expiry
UserMatchHistory	This cookie is used to track visitors so that more relevant ads can be presented based on the visitor's preferences.	Session
_ga	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports. By default it is set to expire after 2 years, although this is customisable by website owners.	730 Days
_gid	This cookie name is associated with Google Universal Analytics. This appears to be a new cookie and as of Spring 2017 no information is available from Google. It appears to store and update a unique value for each page visited.	1 Day
_gat_UA-11735642-1	This is a pattern type cookie set by Google Analytics, where the pattern element on the name contains the unique identity number of the account or website it relates to. It appears to be a variation of the _gat cookie which is used to limit the amount of data recorded by Google on high traffic volume websites.	Session
bcookie	This is a Microsoft MSN 1st party cookie for sharing the content of the website via social media.	Session
bscookie	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	Session
test_cookie	This domain is owned by Doubleclick (Google). The main business activity is: Doubleclick is Google's real time bidding advertising exchange	Session
lidc	This domain is owned by LinkedIn, the business networking platform. It typically acts as a third party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. For this reason it is classified as a primarily tracking/targeting domain.	1 Day
YSC	YouTube is a Google owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites.	Session
UserMatchHistory	This domain is owned by LinkedIn, the business networking platform. It typically acts as a third party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons	30 Days

	add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. For this reason it is classified as a primarily tracking/targeting domain.	
bcookie	This domain is owned by LinkedIn, the business networking platform. It typically acts as a third party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. For this reason it is classified as a primarily tracking/targeting domain.	730 Days
AnalyticsSyncHistory	This domain is owned by LinkedIn, the business networking platform. It typically acts as a third party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. For this reason it is classified as a primarily tracking/targeting domain.	30 Days
li_sugr	This domain is owned by LinkedIn, the business networking platform. It typically acts as a third party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. For this reason it is classified as a primarily tracking/targeting domain.	90 Days
U	This domain is owned by LinkedIn, the business networking platform. It typically acts as a third party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. For this reason it is classified as a primarily tracking/targeting domain.	3 months
rtc	This domain is owned by LinkedIn, the business networking platform. It typically acts as a third party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. For this reason it is classified as a primarily tracking/targeting domain.	120 seconds
CONSENT	YouTube is a Google owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites.	6171 Days
bscookie	This domain is owned by LinkedIn, the business networking platform. It typically acts as a third party host where website owners have placed one of its content sharing buttons in their pages, although its content	730 Days

	and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. For this reason it is classified as a primarily tracking/targeting domain.	
VISITOR_INFO1_LIVE	This cookie is used as a unique identifier to track viewing of videos	180 Days
lang	This domain is owned by LinkedIn, the business networking platform. This sub-domain is connected with LinkedIn's marketing services that enable website owners to gain insight into types of users on their site based on LinkedIn profile data, to improve targeting.	Session
_lfa	Used in context with account-based marketing, this cookie is placed by Leadfeeder to store and track audience reach. Leadfeeder cookie collects the behavioural data of all website visitors. The cookie registers data such as IP-addresses, visitor sources, time spent on the website, and page requests for the visit. Later, this information can be used for retargeting multiple users routing from the same IP-addresses.	730 days
li_gc	This domain is owned by LinkedIn, the business networking platform. It typically acts as a third-party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. It is used to deliver a series of advertisement products such as real-time bidding from third-party advertisers. This cookie is used for storing guest consent regarding the use of cookies for non-essential purposes.	2 years
lissc	This domain is owned by LinkedIn, the business networking platform. It typically acts as a third-party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. It is used to deliver a series of advertisement products such as real-time bidding from third-party advertisers.	Session
JSESSIONID	General purpose platform session cookie, used by sites written in JSP. Usually used to maintain an anonymous user session by the server.	Session

Further information on cookies

To learn how to clear your cookie data and for more information about how to manage cookies with your browser settings we recommend you visit - the Information Commissioner's Office or www.allaboutcookies.org.

Contact

If you need more information, you can contact us by email at dataprotection@palintest.com