

Outpace.tech Use of Cookies

The table below explains the cookies we use on our Site and Platform and why:

Category	Cookie	Associated service	Purpose	Duration
Essential Essential cookies are strictly necessary for the operation of our Site(s) and Platform . Such as enabling contact forms to operate. Without these Cookies we cannot provide the requested services. We also use these Cookies for security purposes. We do not require your consent to use Essential Cookies	Asp.net_sessionid	Siteimprove	To follow the sequence of pages a visitor looks at during a visit to the Site or Platform .	Session only
	SERVERID	Taylor Wessing	Determining when the session has ended	Session only
	token	Taylor Wessing	Creating an authenticated user login session and identifying the user's access privileges	1 month
Analytics These are non-essential Cookies. These cookies collect information on how visitors use our Site and Platform . We use this information with your consent to measure the number of visitors to our Site and Platform , determine whether specific content or communications have been viewed and to help us improve our Site and Platform and communications. Please see below on how you can control cookies.	APIID, SPSID, SID	Google	To enable user engagement information to be collected for content including Google maps.	2 years
	OTZ _utma _utmc _utmz _ga		Providing aggregate analysis of Site or Platform visitors. Cookies beginning _utm and _ga collect information about how visitors use our Site and Platform , to compile reports on the number of visitors, where they came to the site from and the pages visited.	1 year 2 years Session only 6 months 2 years
	gid		Used by Google to distinguish between different users from each page visited.	24 hours
	_cfduid	My Fonts	Tracks the interaction with custom fonts used	1 year

			on our Site and Platform which fall within the user licenses.	
	Mp_(hexdigits) _mixpanel	Mixpanel	Set to analyse traffic and in particular how users reached the Site and Platform .	1 year
	Ajs_anonymous_id Ajs_group_id Ajs_user_id	Taylor Wessing	These cookies are used to record the number of people that visit our Site and Platform by tracking if they have visited before.	1 year
	nmstat	SiteImprove	Used to collect information about the visitors use of our Site and Platform in Siteimprove analytics.	2-3 years
	_hstc _hssc _hssrc hubspotuk	Hubspot	User ID session configuration used for analytics for Site and Platform improvement. Keeps track of a visitor's identity. This cookie is passed to HubSpot on form submission and used when deduplicating contacts.	2 years session only Session only 10 years
	Google recaptcha	Google	To prevent program-controlled and/or unwanted access to our Site, especially the forms for contacting us. View the Google privacy policy for reCaptcha.	tbc
Functional These are non-essential Cookies. These cookies allow us, with your consent, to remember choices or changes you have made (such as to language settings or font size or your	CONSENT	Google	This cookie stores whether you have given your consent for the setting of Google cookies.	20 years

choices regarding the use of Cookies). Please see below on how to control Cookies				
	eucookienotice	Taylor Wessing	This cookie maintains a record of any consent you have given for the setting of cookies	100 days
	NID	Google	This cookie contains a unique ID that Google uses to record user preferences as to language.	1 year
	HSID, SSID, SIDCC		These cookies authenticate users and seek to block unauthorised access to forms users complete on web pages.	6 months
	_atuvc	Add This	This 'Add This cookie' is used with javascript to enable users to share content on certain Site pages and to collect accurate counts of page shares. No data from this cookie is sent back to 'Add This'.	2 years
Targeting These cookies allow us, with your consent, to enable visitors to our Site to share content on social networks such as LinkedIn and to enable and evaluate the interactions with our communications and social media tools.	VxSessionId	Vuture	These cookies are used when a person clicks through from an email to identify their visit to our Site to record the pages visited on our Site and the time spent on those pages.	Session only
	intEmailHistoryId			1 year
	lang Lidc bs cookie bcookie BizID UserMatch History	LinkedIn.com	Used by LinkedIn to route, allow interaction with LinkedIn (in your language) from our Site and to track the use of their embedded services to understand which pages the user visits and in presenting content.	Session only 1 day 2 years 2 years 30 days 30 days

<p>Targeting These cookies allow us, with your consent, to enable visitors to our Site to share content on social networks such as LinkedIn and to enable and evaluate the interactions with our communications and social media tools.</p>	<p>VxSessionId intEmailHistoryId</p>	<p>Vuture</p>	<p>These cookies are used when a person clicks through from an email to identify their visit to our Site to record the pages visited on our Site and the time spent on those pages.</p>	<p>Session only 1 year</p>
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*We make use of Google Analytics, a web analytics service provided by Google, Inc. ("Google"), which uses cookies to analyse how visitors use our Site or Platform. The information generated by the cookie about your use of our Site or Platform may be transmitted to and stored by Google on servers in the United States. Google will use this information on our behalf for the purpose of measuring your activity on our Site, for compiling statistical reports on overall content interaction activity for us and providing other services relating to Site activity and internet usage.

Taylor Wessing has activated the IP anonymization feature of Google Analytics; in consequence, Google will truncate/anonymize the last octet of the IP address for Member States of the European Union. Only in exceptional cases, is the full IP address sent to and shortened by Google servers in the USA in which cases, the transfer of this information is subject to Google's Data Privacy Framework certification as describe further [here](#).

You can prevent the collection of the data generated by the cookie by Google, as well as the processing of this data by Google, by downloading and installing the [browser plug-in](#), whereby an opt-out cookie is set, or by selecting the appropriate setting in your browser software. Tracks the interaction with custom fonts used on our Site and Platform which fall within the user licenses.

Further information can be found under [Google Analytics Terms of Service & Privacy](#).

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