




Cookies Policy

To make our website simpler to use and improve our service, we sometimes place small amounts of information on your computer. These are known as 'cookies' and they are used by most major websites.

Cookies are used to:

-  Remember settings so you don't have to change them again every time you load a page.
-  Recognise that you are logged in to an area of the website, so you don't have to keep re-entering your username & password.
-  Measure how you use the website, so we can continue to improve it.

The cookies zzps.co.uk uses are classed by the Information Commissioner's Office as 'minimally intrusive'.

Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third-party advertisers.

Cookie Name	Provider	Type	Expiry	Purpose
__utm.gif	google-analytics.com	Pixel	Session	Google Analytics Tracking Code that logs details about the visitor's browser and computer.
__utma	google-analytics.com	HTTP	2 years	Collects data on the number of times a user has visited the website as well as dates for the first and most recent visit. Used by Google Analytics.
__utmb	google-analytics.com	HTTP	Session	Registers a timestamp with the exact time of when the user accessed the website. Used by Google Analytics to calculate the duration of a website visit.
__utmc	google-analytics.com	HTTP	Session	Registers a timestamp with the exact time of when the user leaves the website. Used by Google Analytics to calculate the duration of a website visit.
__utmt	google-analytics.com	HTTP	Session	Used to throttle the speed of requests to the server.
__utmv	google-analytics.com	HTTP	Session	Saves user-defined tracking parameters for use in Google Analytics.
__utmz	google-analytics.com	HTTP	6 months	Collects data on where the user came from, what search engine was used, what link was clicked and what search term was used. Used by Google Analytics.
_ga	google-analytics.com	HTTP	2 years	Registers a unique ID that is used to generate statistical data on how the visitor uses the website. Used by Google Analytics.
_gat	google-analytics.com	HTTP	Session	Used by Google Analytics to throttle request rate
_gid	google-analytics.com	HTTP	Session	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
r/collect	DoubleClick.net	Pixel	Session	DoubleClick uses cookies to improve advertising. Some common applications are to target advertising based on what's relevant to a user, to improve reporting on campaign performance, and to avoid showing ads the user has already seen.
aftzc	google-analytics.com	HTTP		This cookie is used by Google Analytics

For more information, see the Google Analytics Privacy Policy. You can choose to opt out of Google Analytics.