

How you use our website (analytics)

Our website uses cookies to collect standard internet log information, such as internet protocol (IP) addresses, to help analyse how visitors use the site and to compile statistical reports on website activity. Our site also uses Google Analytics and you can find out more about "[How Google uses data when you use our partners' sites or apps](#)". To learn how to opt out of Google Analytics please visit [Google Analytics Opt-out Browser Add-on](#) or your Google Ads Settings.

- We process this to understand how visitors use our website and to compile statistical reports regarding that activity (for example, your IP address is used to approximate the country from which you access our website, and we aggregate this information together so we know that, for example, most of the visitors to our website come from England).
- This processing is necessary for us to pursue legitimate interests in improving our website, and providing a better service and source of information to visitors.
- This information is not used to develop a personal profile of you. All such information is stored anonymously.
- Where any cookies can be used to single-out your device when you are using our website, that identifier is deleted (at the end of each day).

We may use third party analytics providers, in particular, Google Analytics. Before we do so, we will ask for you to give your consent.

Information about cookies

A cookie is a small piece of information sent by a web server to a web browser, which enables the server to collect information from the browser.

Find out more about the [use of cookies](#).