What is a cookie?

Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognises that cookie. Cookies are useful because they allow a website to recognise a user's device. You can find more information about cookies from the links below.

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improve the user experience.

Information on how Mercator Media Ltd uses cookies

The cookies used on this website have been categorised based on the categories found in the ICC UK Cookie guide. A list of all the cookies used on Mercator Media's business to business websites are set out below by category. **Please see the list below of all Mercator Media's websites.**

Category 1: strictly necessary cookies. These cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website. Without these cookies services you have asked for, like online purchase of subscriptions or publications, cannot be provided.

> **CMS Cookies -** Mercator's content management system uses a cookie called: SQ_SYSTEM_SESSION .
> This cookie is automatically deleted when the user's browser is closed. It is used to enable our websites to quickly react to users' needs, e.g. to see whether you are a registered user and, if so, to enable you to log in to use certain services on our websites.
> **WorldPay cookie names include: JSESSIONID, machine.** Mercator provides a range of products that can be purchased online using the WorldPay ecommerce service. These cookies are used to enable secure online transactions involving credit/debit card payments.

Category 2: performance cookies. These cookies collect information about how visitors use a website, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how a website works.

> **Google Analytics:** We use several cookies including: __utma, __utmb,__utmc, __utmv, __utmz. These cookies are widely used on the internet to learn more about how people are using websites and which content is popular – this enables us to enhance your user experience.

DoubleClick: We use remarketing codes to log when users view specific pages of the websites allowing us to understand more about the user and provide relevant and targeted advertising in the future

Facebook, Linkedin and Twitter: We use Facebook, Linkedin and Twitter pixels across every page of the website which allows us to collect or receive information from about users interests and provide relevant and targeted advertising in the future

Category 3: functionality cookies. These cookies allow the website to remember choices you make and provide enhanced, more personal features. The information these cookies collect are anonymised and they cannot track your browsing activity on other websites.

Subscription strapline management uses a cookie called: MercatorsIStrapLine. This is used to ensure that you don't receive any more invitations to sign up to our e-newsletters after you have opted out of the invitation on one of our websites.

ShareThis cookie names include: _stid, _uset. The ShareThis function allows users to share the online content they find of interest on our web pages. These cookies are used to aggregate anonymous data on the web pages that users choose to share.

Category 4: advertising cookies. These cookies are used for the benefit of our business subscribers to deliver adverts relevant to their jobs. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign.

OpenX cookie names include: _OXLIA, _OXLCA.
OpenX software enables Mercator to serve display advertising that is relevant to the editorial content of our web pages. These cookies are used to track the number of impressions of and number of clicks on advertisements on our websites.

What can I do about cookies?
You may block cookies or delete existing cookies using your web browser. To do so, please visit http://www.aboutcookies.org for more information and instructions on how to manage cookies. Blocking or deleting of cookies may affect some of the functionality of our websites.