Techspace Whitechapel,
38-40 Commercial Rd,
Whitechapel,
London E1 1LN
E hello@florence.co.uk
W https://www.florence.co.uk
T 020 3911 2555

Florence

Cookie Policy

(Updated 1 October 2021)

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

Strictly necessary cookies. These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, or cookies that remember information you have previously entered to complete a form as you proceed through a journey on our website.

Analytical/performance cookies. These cookies allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve our website and enhance users' experience.

Functionality cookies. These are used to recognise you when you return to our website. This enables us to personalise our content for you and remember your preferences (for example, your choice of language or region).

Targeting cookies. These cookies record your visit to our website, the pages you visit and the links you follow. We use this information to make our website and any advertising we may choose to display on it more relevant to your interests. We may also share this information with third parties for this purpose.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie Title	Cookie Name	Category	Purpose	Duration of Cookie
Florence	__florence_session	Strictly necessary	This cookie is used to identify a user's session and temporarily store a unique identifier for that session. It is essential for the functionality of forms on our website.	30 days

Florence

Google Universal Analytics	_ga _gali _gat_UA-1036645-1 _gid	Analytical / performance	These cookies are used to collect information about how visitors use our website. We use the information to compile reports and to help us improve the website. The cookies collect information in an anonymous form, including the number of visitors to the website and blog, where visitors have come to the website from and the pages they visited. Read Google's overview of privacy and safeguarding data here.	10 years
Cloudflare	__cfduid	Security	The __*cfduid* cookie is used to identify individual clients behind a shared IP address and apply security settings on a per-client basis. For example, if a visitor is in a coffee shop where there may be several infected machines, but the specific visitor's machine is trusted (for example, because they completed a challenge within your Challenge Passage period), the cookie allows Cloudflare to identify that client and not challenge them again. It does not correspond to any user ID in your web application, and does not store any personally identifiable information.	1 year
Drip	_drip_client_{HASH}	Analytics	This cookie allows us to identify logged in users for our email platform.	2 years
Facebook	_fbp	Analytics	These cookies are used to collect information about how visitors use our website. We use the information to compile reports and to help us improve the website. The cookies collect information in an anonymous form, including the number of visitors to the website and blog, where visitors have come to the website from and the pages they visited. For more information visit: https://www.facebook.com/legal/technology_terms	1 day

Techspace Whitechapel,
38-40 Commercial Rd,
Whitechapel,
London E1 1LN
E hello@florence.co.uk
W https://www.florence.co.uk
T 020 3911 2555

Florence

Sumo	__smToken	Targeting	The **__smToken** is set once you login to Sumo and is checked to verify whether you are logged into Sumo or not.	6 months
Intercom	intercom-id-{HASH} intercom-lou-{HASH}	Functionality	This cookie is used by Intercom to recognise if you have visited the website before, and to list your past conversations.	6 months
Median	mdn_anonymous_id	Analytical/performance	This cookie allows you to share your screen with us, so we can help you with troubleshooting.	10 years
ShareThis	attrb attru attrg	Analytics/performance	These cookies are used by Share This to track the sharing of content	1 year
Full Story	fs_uid	Analytical/performance	These cookies identify the visitor in a third-party service we use for replaying sessions from users. We use these cookies to help us understand how users interact with our site and to replicate any issues users may encounter.	Persistent
Trustpilot	amplitude_id_*	Analytical/performance	Used by Trustpilot and Segement for analytics.	10 years
Optimizely	optimizelyBuckets optimizelyEndUserId optimizelySegments	Analytical/performance	Optimizely is one of our chosen A/B testing solutions. The service is provided by Optimizely, Inc.. The cookies hold short alphanumeric string values to store page variant and experiment data. The cookies do not store any personally identifiable information. The first three of these cookies	9 years

Techspace Whitechapel,
38-40 Commercial Rd,
Whitechapel,
London E1 1LN
E hello@florence.co.uk
W https://www.florence.co.uk
T 020 3911 2555

Florence

			may be set as Third Party cookies if your session spans multiple top-level domains.	
Segment	ajs_anonymous_id ajs_group_id ajs%3Acookies ajs%3Atest ajs_user_id	Analytical/performance	Segment IO cookies to identify known users and track their site activity	1 year

Please note that third parties (including, for example Google Analytics, Sumo, ShareThis, Intercom, Drip, Median, Facebook, Cloudflare, Twitter, Segment advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site and your user experience may be impacted.

We also use certain other tracking technologies in addition to cookies, such as:

● Facebook Pixel, Twitter Pixel Helper, Google Analytics, Google Ads Display, LinkedIn Insight, Drip Analytics, Intercom, Attribution App, GoSquared, Median