

Functional Cookies – Always Active

(Strictly necessary for the operation of the website; no consent required)

Name	Provider	Purpose	Expiration
cmplz_*	Complianz	Stores cookie consent preferences	365 days
_hs_cookie_cat_pref	HubSpot	Stores cookie consent choices	6 months
_hs_do_not_track	HubSpot	Stores tracking opt-out preferences	6 months
wp-wpml_current_language	WPML	Stores language preferences	1 day
Security & authentication cookies	First & third party	Protect the website, prevent fraud, and manage secure sessions	Session / short term

Statistics Cookies

(Used exclusively for statistical purposes; requires consent)

Name	Provider	Purpose	Expiration
_ga, ga*, _gid	Google Analytics	Stores and counts page views	1 day – 2 years
pysTrafficSource, pys_landing_page	PixelYourSite	Tracks traffic source and landing pages	Session / 1 day
wistia-video-progress-*	Wistia	Tracks video engagement	Persistent

Marketing Cookies

(Used for advertising, tracking, and similar marketing purposes; requires consent)

Name	Provider	Purpose	Expiration
_fbp, _fbc, fr, xs, datr, sb, fbm*, act	Meta (Facebook)	Tracks visits and delivers personalised advertisements	Up to 2 years
_hstc	HubSpot	Tracks visits for marketing automation	13 months
wistia	Wistia	Tracks video usage for marketing purposes	Persistent
YSC, PREF, GPS, VISITOR_INFO1_LIVE	YouTube	Enables video playback and advertising	Session – 8 months