



Educating and Developing  
Financial Professionals

## **LIA Cookie Policy** **25<sup>th</sup> May 2018**

LIA uses cookies on [www.lia.ie](http://www.lia.ie) (the "Service"). By using the Service, you consent to the use of cookies.

Our Cookies Policy explains what cookies are, how we use cookies, how third-parties we may partner with may use cookies on the Service, your choices regarding cookies and further information about cookies.

### **What are cookies**

Cookies are small pieces of text sent to your web browser by a website you visit. A cookie file is stored in your web browser and allows the Service or a third-party to recognize you and make your next visit easier and the Service more useful to you.

Cookies can be "persistent" or "session" cookies.

### **How LIA uses cookies**

When you use and access the Service, we may place a number of cookies files in your web browser.

We use cookies for the following purposes:

- 1) to enable certain functions of the Service,
- 2) to provide analytics, to store your preferences,
- 3) to enable advertisements delivery, including behavioural advertising.

We use both session and persistent cookies on the Service and we use different types of cookies to run the Service.

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### Essential cookies

We may use essential cookies to authenticate users and prevent fraudulent use of user accounts.

Some of the cookies we use are strictly necessary for our website to function, and we don't ask for your consent to place these on your computer. These cookies are shown below.

Cookie Name	Purpose	Further Information
exp_csrf_token	ExpressionEngine, recording time of site visit, strictly necessary for our website to function – no consent needed	Expires after 1 hr
exp_last_activity	ExpressionEngine, recording time of site visit, strictly necessary for our website to function – no consent needed	Expires after 24 hr
exp_last_visit	ExpressionEngine, recording time of site visit, strictly necessary for our website to function – no consent needed	Expires after 24 hr
exp_tracker	ExpressionEngine, recording time of site visit, strictly necessary for our website to function – no consent needed	Expires When the browsing session ends
__cfduid	.cloudflare.com, records server access, strictly necessary for our website to function – no consent needed	
_ga	.cloudflare.com, records server access, strictly necessary for our website to function – no consent needed	
_hp2_id.3538148622	.cloudflare.com, records server access, strictly necessary for our website to function – no consent needed	
optimizelyEndUserId	.cloudflare.com, records server access, strictly necessary for our website to function – no consent needed	
FedAuth and FedAuth1	SharePoint out of the box cookie. This cookie contains the security token created during the login process.	Expires after 30 minutes or when you close your browser.

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However, for those cookies that are useful but not strictly necessary we will always ask for your consent before placing them. These are:

Cookie Name	Purpose	Further Information
_ga	Google Analytics site activity tracking, useful but not strictly necessary – consent needed	
_gat	Google Analytics site activity tracking, useful but not strictly necessary – consent needed	
_gid	Google Analytics site activity tracking, useful but not strictly necessary – consent needed	

### Third-party cookies

In addition to our own cookies, we may also use various third-party cookies to report usage statistics of the Service, deliver advertisements on and through the Service, and so on. These are shown below.

Cookie Name	Purpose	Further Information
AID	Google Ads tracker. Placed by 3rd party – consent needed	
IDE	.doubleclick.net. Placed by 3rd party – consent needed	
_hjIncludedInSample	Hotjar, recording of user activity. This session cookie is set to let Hotjar know whether that visitor is included in the sample which is used to generate Heatmaps, Funnels, Recordings, etc. Placed by 3rd parties – consent needed	Expires When the browsing session ends

### What are your choices regarding cookies

If you'd like to delete cookies or instruct your web browser to delete or refuse cookies, please visit the help pages of your web browser.

Please note, however, that if you delete cookies or refuse to accept them, you might not be able to use all of the features we offer, you may not be able to store your preferences, and some of our pages might not display properly.

### Where can you find more information about cookies

You can learn more about cookies and the following third-party websites:

- AllAboutCookies: <http://www.allaboutcookies.org/>
- Network Advertising Initiative: <http://www.networkadvertising.org/>