

The specific cookies used on the East of England NHS Collaborative Procurement Hub website are:

### **SKSession**

This cookie has two functions.

- Firstly it serves as a session cookie. Without this cookie, you would be forced to log into each separate page within the member's only section of the website.
- Secondly, it enables the Hub to track the pages that you visit whilst you navigate around the site.

*Expiration Period: 1 year*

### **\_utma**

This cookie is typically written to your device upon your first visit to the Hub website from that device. If the cookie has been deleted by the device operator, and the device re-visits the Hub website, a new \_utma cookie is written with a different unique ID.

The cookie is used to determine unique visitors to the Hub website and is updated with each page view and is also provided with a unique ID that Google Analytics uses to ensure both the validity and accessibility of the cookie as an extra security measure.

*Expiration Period: 2 years*

### **\_utmb**

This cookie is used to establish and continue your session with the Hub website. When you view a page on our site, the Google Analytics code attempts to update this cookie. If it does not find the cookie, a new one is written and a new session is established.

Each time you visit a different page on the Hub website, this cookie is updated to expire in 30 minutes, thus continuing a single session for as long as user activity continues within 30 minute intervals. The cookie expires when you pause on a page for longer than 30 minutes.

*Expiration Period: 30 minutes*

### **\_utmz**

This cookie is no longer used to determine tracking status. Historically the cookie operated in conjunction with the \_utmb cookie to determine whether or not to establish a new session for the user. For backwards compatibility purposes this cookie will continue to be written and expire when you exit the website.

*Expiration: not set*

### **\_utmz**

This cookie stores the method you use to reach our website, for example:

- Direct – by typing in the website address;
- Referring Link – a hyperlink from another website;
- Website search – using a search engine such as Google or Yahoo;
- Campaign – using a link specifically sent to you, for example in an e-mail.

The information collected by this cookie is used to calculate search engine traffic, ad campaigns and page navigation. This cookie is updated each time you view a page on our website.

*Expiration: 6 months*