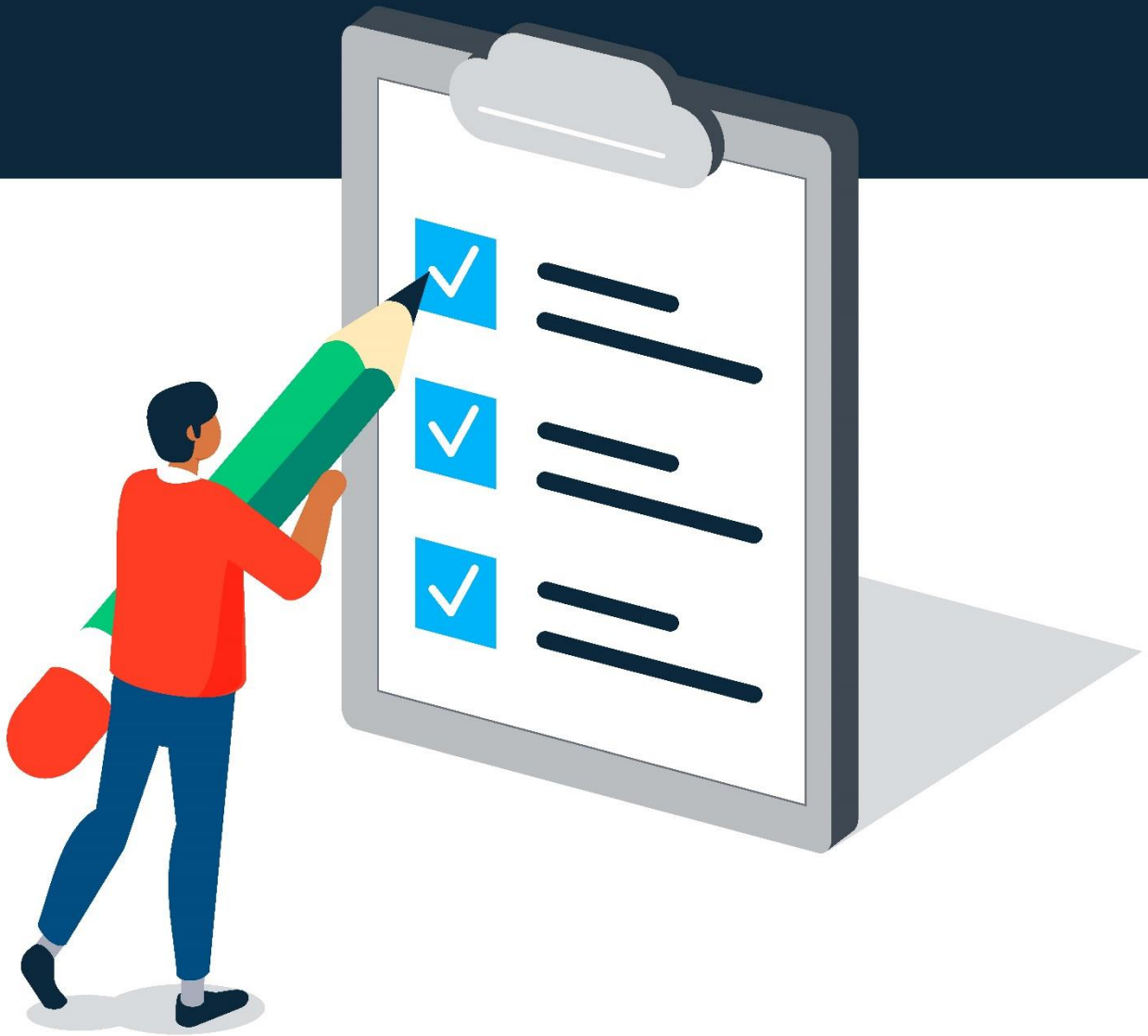# Cookie Policy (UK)

Trident Utilities Limited

The Trident Utilities Limited 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 website.

A cookie is a small file containing letters and numbers that is used to store information. If you agree to our use of cookies when you visit our website, then we will store cookies on the hard drive of your computer or device.

By continuing to browse Trident Utilities Limited's website, you are agreeing to our use of cookies.

We use the following cookies:

- **Strictly necessary/essential 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, use a shopping cart or make use of e-billing services.
- **Analytical/performance cookies**. These 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 the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name 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 have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

In the table below you can find more information about the individual cookies that we and third parties use on the Trident Utilities Limited website. The information in the table identifies the purposes for which we and third parties use specific cookies, and for how long those cookies are stored on your computer or device, before they expire and are removed from your computer or device. The cookies that we use are referred to as first party cookies, and the cookies that third parties use are referred to as third party cookies.

Cookie Name	Description & Purpose	Expires
__hs_initial_opt_in	First Party HubSpot strictly necessary/essential cookie used to prevent the banner from always displaying when visitors are browsing in strict mode.	7 days
__hs_opt_out	First Party HubSpot strictly necessary/essential cookie used by the opt-in privacy policy to remember not to ask the visitor to accept cookies again.	6 months
__hssc	First Party HubSpot analytical/performance cookie used to keep track of sessions.	Session
__hssrc	First Party HubSpot analytical/performance cookie used to change the session cookie, this cookie is also set to determine if the visitor has restarted their browser.	Session
__hstc	First Party HubSpot analytical/performance cookie used to track visitors across the website.	6 months
_ga	First party Google analytical/performance cookie used to register a unique ID for a website visitor and tracks how that visitor uses the website. Used for analytical and statistical purposes.	2 years
_gat	First party Google functionality cookie used for API throttling in order to control the request rate.	1 minute

_gcl_au	First party Google Adsense targeting cookie used to deliver targeted advertising and track conversion events.	20 years
_gid	First party Google analytical/performance cookie that registers a unique ID for a website visitor and tracks how that visitor uses the website. Used for analytical and statistical purposes.	1 day
hubspotutk	First Party HubSpot analytical/performance cookie used to keep track of a visitor's identity, which is passed to HubSpot on form submission and used when deduplicating contacts.	6 months
IDE	Third party Google Double Click targeting cookie used to build a profile of a website visitor's interests in order to deliver targeted or retargeted advertising.	13 months
CONSENT	Third party Google functionality cookie used to store a website visitor's cookie consent preference.	20 years
NID	Third party Google targeting cookie used to deliver targeted advertising to website visitors and store website visitor preferences.	6 months
__Secure-3PAPISID	Third party Google targeting cookie used to build a profile of a website visitor's interests in order to present targeted advertising to website visitors.	2 years
__Secure-3PSID	Third party Google targeting cookie used to build a profile of a website visitor's interests in order to present targeted advertising to the website visitor.	2 years
1P_JAR	Third party Google targeting cookie used to deliver advertising or retargeted advertising.	1 month
__cf_bm	Third Party HubSpot Cloudflare functionality cookie used to read and filter requests from bots.	30 minutes

Please note that we may not have control over the third party cookies listed in the table above. The third party cookies over which we may not have control are likely to be analytical/performance cookies or targeting cookies.

If you do not want to accept cookies when visiting our website, or you want to limit the kinds of cookie that will be stored on your computer or device when visit our website, then you can block cookies by activating the settings on your web browser that allow you to refuse some or all cookies.

Please be aware that if you use your web browser settings to refuse all cookies (including strictly necessary/essential cookies) then you may not be able to access all or parts of our website.

You can delete any of the cookies used by us or third parties from your computer or device at any time.

If you would like information about how we collect, handle, and store your personal data, then please refer to Trident Utilities Limited's Privacy Policy, which is also available on our website.