COOKIE NOTICE

Last updated January 09, 2025

This Cookie Notice explains how Boston Limited ("**Company**," "**we**," "**us**," and "**our**") uses cookies and similar technologies to recognise you when you visit our website at http://www.boston.co.uk ("**Website**"). It explains what these technologies are and why we use them, as well as your rights to control our use of them.

In some cases we may use cookies to collect personal information, or that becomes personal information if we combine it with other information.

What are cookies?

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners in order to make their websites work, or to work more efficiently, as well as to provide reporting information.

Cookies set by the website owner (in this case, Boston Limited) are called "first-party cookies." Cookies set by parties other than the website owner are called "third-party cookies." Third-party cookies enable third-party features or functionality to be provided on or through the website (e.g., advertising, interactive content, and analytics). The parties that set these third-party cookies can recognise your computer both when it visits the website in question and also when it visits certain other websites.

Why do we use cookies?

We use first- and third-party cookies for several reasons. Some cookies are required for technical reasons in order for our Website to operate, and we refer to these as "essential" or "strictly necessary" cookies. Other cookies also enable us to track and target the interests of our users to enhance the experience on our Online Properties. Third parties serve cookies through our Website for advertising, analytics, and other purposes. This is described in more detail below.

How can I control cookies?

You have the right to decide whether to accept or reject cookies. You can exercise your cookie rights by setting your preferences in the Cookie Consent Manager. The Cookie Consent Manager allows you to select which categories of cookies you accept or reject. Essential cookies cannot be rejected as they are strictly necessary to provide you with services.

The Cookie Consent Manager can be found in the notification banner and on our Website. If you choose to reject cookies, you may still use our Website though your access to some functionality and areas of our Website may be restricted. You may also set or amend your web browser controls to accept or refuse cookies.

The specific types of first- and third-party cookies served through our Website and the purposes they perform are described in the table below (please note that the specific cookies served may

vary depending on the specific Online Properties you visit):

Essential website cookies:

These cookies are strictly necessary to provide you with services available through our Website and to use some of its features, such as access to secure areas.

Name:	__cf_bm
Purpose:	Cloudflare places the cookie on end-user devices that access customer sites protected by Bot Management or Bot Fight Mode.
Provider:	.hsadspixel.net
Service:	CloudFlare [View Service Privacy Policy](#)
Type:	http_cookie
Expires in:	29 minutes

Name:	__cf_bm
Purpose:	Cloudflare places the cookie on end-user devices that access customer sites protected by Bot Management or Bot Fight Mode.
Provider:	.hsappstatic.net
Service:	CloudFlare [View Service Privacy Policy](#)
Type:	http_cookie
Expires in:	30 minutes

Name:	__cf_bm
Purpose:	Cloudflare places the cookie on end-user devices that access customer sites protected by Bot Management or Bot Fight Mode.
Provider:	.usemessages.com
Service:	CloudFlare [View Service Privacy Policy](#)
Type:	http_cookie
Expires in:	29 minutes

Name:	__cf_bm
Purpose:	Cloudflare places the cookie on end-user devices that access customer sites protected by Bot Management or Bot Fight Mode.

Provider:	.hubspot.com
Service:	CloudFlare [View Service Privacy Policy](#)
Type:	http_cookie
Expires in:	29 minutes

Name:	__cf_bm
Purpose:	Cloudflare places the cookie on end-user devices that access customer sites protected by Bot Management or Bot Fight Mode.
Provider:	.hsforms.com
Service:	CloudFlare [View Service Privacy Policy](#)
Type:	http_cookie
Expires in:	29 minutes

Name:	__cf_bm
Purpose:	Cloudflare places the cookie on end-user devices that access customer sites protected by Bot Management or Bot Fight Mode.
Provider:	.hs-banner.com
Service:	CloudFlare [View Service Privacy Policy](#)
Type:	http_cookie
Expires in:	29 minutes

Name:	__cf_bm
Purpose:	Cloudflare places the cookie on end-user devices that access customer sites protected by Bot Management or Bot Fight Mode.
Provider:	.hubspotusercontent-eu1.net
Service:	CloudFlare [View Service Privacy Policy](#)
Type:	http_cookie
Expires in:	30 minutes

Name:	__cf_bm

Purpose:	Cloudflare places the cookie on end-user devices that access customer sites protected by Bot Management or Bot Fight Mode.
Provider:	.hs-scripts.com
Service:	CloudFlare [View Service Privacy Policy](#)
Type:	http_cookie
Expires in:	29 minutes

Name:	__cf_bm
Purpose:	Cloudflare places the cookie on end-user devices that access customer sites protected by Bot Management or Bot Fight Mode.
Provider:	.hs-analytics.net
Service:	CloudFlare [View Service Privacy Policy](#)
Type:	http_cookie
Expires in:	29 minutes

Name:	cf_clearance
Purpose:	Cloudflare clearance cookie stores the proof of challenge passed. It is used to no longer issue a challenge if present. It is required to reach an origin server.
Provider:	.boston.co.uk
Service:	Cloudflare [View Service Privacy Policy](#)
Type:	http_cookie
Expires in:	11 months 30 days

Performance and functionality cookies:

These cookies are used to enhance the performance and functionality of our Website but are non-essential to their use. However, without these cookies, certain functionality (like videos) may become unavailable.

Name:	ARRAffinity
Purpose:	Used by websites running on the Windows Azure cloud platform for load balancing.
Provider:	.bstncdn.net
Service:	Azure [View Service Privacy Policy](#)

Type:	server_cookie
Expires in:	session

Name:	_cfuvid
Purpose:	This cookie is set by Cloudflare to enhance security and performance. It helps identify trusted web traffic and ensures a secure browsing experience for users.
Provider:	.hsforms.com
Service:	Cloudflare [View Service Privacy Policy](#)
Type:	server_cookie
Expires in:	session

Name:	__Secure-ROLLOUT_TOKEN
Purpose:	is used by YouTube to manage the phased rollout of new features and updates
Provider:	.youtube.com
Service:	Youtube [View Service Privacy Policy](#)
Type:	server_cookie
Expires in:	5 months 27 days

Name:	VISITOR_PRIVACY_METADATA
Purpose:	to store the user's cookie consent state for the current domain
Provider:	.youtube.com
Service:	Youtube [View Service Privacy Policy](#)
Type:	server_cookie
Expires in:	5 months 27 days

Name:	messagesUtk
Purpose:	This cookie is used to recognise visitors who chat with you via the chatflows tool. If the visitor leaves your site before they're added as a contact, they will have this cookie associated with their browser.
Provider:	.boston.co.uk
Service:	HubSpot [View Service Privacy Policy](#)

Type:	http_cookie
Expires in:	5 months 27 days

Name:	_cfuvid
Purpose:	This cookie is set by Cloudflare to enhance security and performance. It helps identify trusted web traffic and ensures a secure browsing experience for users.
Provider:	.hubspot.com
Service:	Cloudflare View Service Privacy Policy
Type:	server_cookie
Expires in:	session

Name:	ai_user
Purpose:	Collects telemetry information and statistical usage for the Microsoft Application Insights software. It is able to recognise users on return visits by storing unique identifiers.
Provider:	www.boston.co.uk
Service:	Azure View Service Privacy Policy
Type:	http_cookie
Expires in:	11 months 30 days

Name:	ai_session
Purpose:	Monitors the performance of the iperceptions portal of applications running on Azure
Provider:	www.boston.co.uk
Service:	Azure View Service Privacy Policy
Type:	http_cookie
Expires in:	29 minutes

Analytics and customisation cookies:

These cookies collect information that is used either in aggregate form to help us understand how our Website is being used or how effective our marketing campaigns are, or to help us customise our Website for you.

Name:	__hssrc
Purpose:	Whenever HubSpot changes the session cookie, this cookie is also set to determine if the visitor has restarted their browser.
Provider:	.boston.co.uk
Service:	HubSpot View Service Privacy Policy
Type:	http_cookie
Expires in:	session

Name:	__hstc
Purpose:	The main cookie for tracking visitors.
Provider:	.boston.co.uk
Service:	HubSpot View Service Privacy Policy
Type:	http_cookie
Expires in:	5 months 27 days

Name:	NID
Purpose:	Set by Google to set a unique user ID to remember user preferences. Persistent cookie that stays for 182 days
Provider:	.google.com
Service:	Google View Service Privacy Policy
Type:	server_cookie
Expires in:	6 months

Name:	_ga_#
Purpose:	Used to distinguish individual users by means of designation of a randomly generated number as client identifier, which allows calculation of visits and sessions
Provider:	.boston.co.uk
Service:	Google Analytics View Service Privacy Policy
Type:	http_cookie
Expires in:	1 year 1 month 4 days

Name:	__hssc
Purpose:	This cookie keeps track of sessions.
Provider:	.boston.co.uk
Service:	HubSpot [View Service Privacy Policy](#)
Type:	http_cookie
Expires in:	29 minutes

Name:	s7
Purpose:	Gather data regarding site usage and user behaviour on the website.
Provider:	www.boston.co.uk
Service:	Adobe Analytics
Type:	html_session_storage
Expires in:	session

Name:	__ptq.gif
Purpose:	Records anonymous page view data
Provider:	track-eu1.hubspot.com
Service:	HubSpot [View Service Privacy Policy](#)
Type:	pixel_tracker
Expires in:	session

Name:	_ga
Purpose:	Records a particular ID used to come up with data about website usage by the user
Provider:	.boston.co.uk
Service:	Google Analytics [View Service Privacy Policy](#)
Type:	http_cookie
Expires in:	1 year 1 month 4 days

Name:	s7
Purpose:	Gather data regarding site usage and user behaviour on the website.
Provider:	forms-eu1.hsforms.com
Service:	Adobe Analytics
Type:	pixel_tracker
Expires in:	session

Name:	hubspotutk
Purpose:	This cookie keeps track of a visitor's identity. It is passed to HubSpot on form submission and used when deduplicating contacts.
Provider:	.boston.co.uk
Service:	HubSpot View Service Privacy Policy
Type:	http_cookie
Expires in:	5 months 27 days

Advertising cookies:

These cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting advertisements that are based on your interests.

Name:	YSC
Purpose:	YouTube is a Google-owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites. Used by Google in combination with SID to verify Google user account and most recent login time.
Provider:	.youtube.com
Service:	YouTube View Service Privacy Policy
Type:	server_cookie
Expires in:	session

Name:	test_cookie
Purpose:	A session cookie used to check if the user's browser supports cookies.
Provider:	.doubleclick.net

Service:	DoubleClick View Service Privacy Policy
Type:	server_cookie
Expires in:	15 minutes

Name:	IDE
Purpose:	Used to measure the conversion rate of ads presented to the user. Expires in 1.5 years.
Provider:	.doubleclick.net
Service:	DoubleClick View Service Privacy Policy
Type:	server_cookie
Expires in:	1 year 11 months 29 days

Name:	_gcl_au
Purpose:	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.
Provider:	.boston.co.uk
Service:	Google AdSense View Service Privacy Policy
Type:	http_cookie
Expires in:	2 months 29 days

Name:	VISITOR_INFO1_LIVE
Purpose:	YouTube is a Google-owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites. Used by Google in combination with SID to verify Google user account and most recent login time.
Provider:	.youtube.com
Service:	YouTube View Service Privacy Policy
Type:	server_cookie
Expires in:	5 months 27 days

<u>Unclassified cookies:</u>

These are cookies that have not yet been categorised. We are in the process of classifying these cookies with the help of their providers.

```
Name:        ar_debug

Provider:    .www.google-analytics.com

Type:        server_cookie

Expires in:  2 months 29 days
```

```
Name:        ARRAffinitySameSite

Provider:    .bstncdn.net

Type:        server_cookie

Expires in:  session
```

```
Name:      AI_buffer

Provider:  www.boston.co.uk

Type:      html_session_storage

Expires in: session
```

```
Name:      Prity

Provider:  www.boston.co.uk

Type:        server_cookie

Expires in: session
```

How can I control cookies on my browser?

As the means by which you can refuse cookies through your web browser controls vary from browser to browser, you should visit your browser's help menu for more information. The following is information about how to manage cookies on the most popular browsers:

- Chrome
- Internet Explorer
- Firefox
- Safari
- Edge
- Opera

In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit:

- [Digital Advertising Alliance](#)
- [Digital Advertising Alliance of Canada](#)
- [European Interactive Digital Advertising Alliance](#)

What about other tracking technologies, like web beacons?

Cookies are not the only way to recognise or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are tiny graphics files that contain a unique identifier that enables us to recognise when someone has visited our Website or opened an email including them. This allows us, for example, to monitor the traffic patterns of users from one page within a website to another, to deliver or communicate with cookies, to understand whether you have come to the website from an online advertisement displayed on a third-party website, to improve site performance, and to measure the success of email marketing campaigns. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functioning.

Do you use Flash cookies or Local Shared Objects?

Websites may also use so-called "Flash Cookies" (also known as Local Shared Objects or "LSOs") to, among other things, collect and store information about your use of our services, fraud prevention, and for other site operations.

If you do not want Flash Cookies stored on your computer, you can adjust the settings of your Flash player to block Flash Cookies storage using the tools contained in the [Website Storage Settings Panel](#). You can also control Flash Cookies by going to the [Global Storage Settings Panel](#) and following the instructions (which may include instructions that explain, for example, how to delete existing Flash Cookies (referred to "information" on the Macromedia site), how to prevent Flash LSOs from being placed on your computer without your being asked, and (for Flash Player 8 and later) how to block Flash Cookies that are not being delivered by the operator of the page you are on at the time).

Please note that setting the Flash Player to restrict or limit acceptance of Flash Cookies may reduce or impede the functionality of some Flash applications, including, potentially, Flash applications used in connection with our services or online content.

Do you serve targeted advertising?

Third parties may serve cookies on your computer or mobile device to serve advertising through our Website. These companies may use information about your visits to this and other websites in order to provide relevant advertisements about goods and services that you may be interested in. They may also employ technology that is used to measure the effectiveness of advertisements. They can accomplish this by using cookies or web beacons to collect information about your visits to this and other sites in order to provide relevant advertisements about goods and services of potential interest to you. The information collected through this

process does not enable us or them to identify your name, contact details, or other details that directly identify you unless you choose to provide these.

How often will you update this Cookie Notice?

We may update this Cookie Notice from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal, or regulatory reasons. Please therefore revisit this Cookie Notice regularly to stay informed about our use of cookies and related technologies.

The date at the top of this Cookie Notice indicates when it was last updated.

Where can I get further information?

You can find out more about cookies, including how to disable/enable them at the following website: www.aboutcookies.org

You can also choose to block most cookies by configuring the settings in your web browser. However, if you use your browser to block all cookies (including the essential ones our website requires) you may not be able to access all parts of our website, or you may find that particular functionality is reduced or missing. Unless you have adjusted your browser settings to block cookies, our website will issue cookies as soon as you visit it.

If you have any questions about our use of cookies or other technologies, please contact us at:

Boston Limited
FAO: Compliance Department
Unit 5 Curo Park
St. Albans, Hertfordshire AL2 2DD
United Kingdom
Phone: +44 (0) 1727 8761 00