

Cookie Policy

What are Cookies?

Cookies are very small text files stored on your hard drive. They uniquely identify your computer and allow the website to store information about your session on the website, improve website security and helps to customise your website experience. A unique user identity is created which ensures that you are not required to re-enter login details as you move throughout the website if logged in as a customer.

How cookies are used

Cookies are used to assist in making a website work more efficiently. They are used to remember your preferences, for example; your IP address and the time you first visited the website. When you leave the site and come back to it, this information can be reloaded from your computer thereby generally improving your user experience. By default, this only user for one hour.

We may also use [Google Analytics](#) which is a tool that records data about all the users who arrive to the website. The cookies that are used by Google Analytics are detailed on this page.

What types of Cookies are used on linguaviva.com ?

a) **Strictly Necessary Cookies**

These Cookies are essential to enable you to move around linguaviva.com and use its features, such as accessing secure areas of the website.

b) **Performance Cookies**

These Cookies collect information about how visitors use linguaviva.com, for instance which pages visitors go to most often, and if they get error messages from web pages. These Cookies don't collect information that identifies a visitor. All information these Cookies collect is aggregated and therefore anonymous. It is only used to improve how linguaviva.com works.

c) **Targeting/Advertising Cookies**

linguaviva.com does not use these cookies in any part of our website.

List of Cookies Used on linguaviva.com

PHPSESSID:

The PHPSESSID cookies are created/sent when a user 'session' is created. When you enter the site for the first time you are assigned a PHPSESSID cookie. This cookie stores details such as:

- Your IP Address
- The time you arrived on the site
- If you have chosen to hide the cookie message at the bottom of the website.

This session cookie has a timeout that expires if there has been no activity between your computer and the website in excess of one hour. This cookie is reset each time you return to linguaviva.com. No data is saved from this cookie.

Google Analytics related cookies

__utma:

This cookie keeps track of the number of times a visitor has been to the site pertaining to the cookie, when their first visit was, and when their last visit occurred. Google Analytics uses the information from this cookie to calculate things like Days and Visits to purchase. This cookie is what's called a 'persistent' cookie, as in, it is not set to automatically expire unless removed by the user.

'__utmb' and 'utmc':

The B and C cookies work together to calculate how long a visit takes. __utmb takes a timestamp of the exact moment in time when a visitor enters a site, while __utmc takes a timestamp of the exact moment in time when a visitor leaves a site. __utmb expires at the end of the session. __utmc waits 30 minutes, and then it expires. You see, __utmc has no way of knowing when a user closes their browser or leaves a website, so it waits 30 minutes for another page view to happen, and if it doesn't, it expires.

__utmz:

__utmz keeps track of where the visitor came from, what search engine you used, what link you clicked on, what keyword you used, and where you were in the world when you accessed a website. It expires in 6 months. This cookie is how Google Analytics knows to whom and to what source / medium / keyword to assign the credit for a Goal Conversion or an E-commerce Transaction. All Google Analytics information is recorded anonymously and does not provide or share any user-identifiable information, for more information, please see [Google's Privacy Policy](https://www.google.com/policies/privacy/).

For more detailed information on cookies, visit www.allaboutcookies.org.