

Genuit Group plc

Cookies are small text files that are created and stored on your browser or the hard drive of your device by websites that you visit to enable the website to proactively operate and 'remember' who you are. They are also used to monitor website traffic. Cookies are generally only visible to the website that serves them and not to other websites.

Our cookies are used on our website to 'remember' information so that it can be passed from page to page and to collect website statistics. This statistical data may be used to help improve our websites, offers and the services that we offer to you. Some of our cookies will also recognise you as a previous visitor the next time you visit our websites to improve your experience – if you have consented to be remembered.

We use the following cookies:

- **Strictly necessary 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 or 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.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie	Domain	Description	Duration	Type
CLID	www.clarity.ms	Microsoft Clarity set this cookie to store information about how visitors interact with the website. The cookie helps to provide an analysis report. The data collection includes the number of visitors, where they visit the website, and the pages visited.	1 year	Analytics
_gid	.genuitgroup.com	Google Analytics sets this cookie to store information on how visitors use a website while also creating an analytics report of the website's performance. Some of the collected data includes the number of visitors, their source, and the pages they visit anonymously.	1 day	Analytics
_gat_UA-*	.genuitgroup.com	Google Analytics sets this cookie for user behaviour tracking.	1 minute	Analytics
ga*	.genuitgroup.com	Google Analytics sets this cookie to store and count page views.	1 year 1 month 4 days	Analytics

_ga	.genuitgroup.com	Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.	1 year 1 month 4 days	Analytics
_clck	.genuitgroup.com	Microsoft Clarity sets this cookie to retain the browser's Clarity User ID and settings exclusive to that website. This guarantees that actions taken during subsequent visits to the same website will be linked to the same user ID.	1 year	Analytics
SM	.c.clarity.ms	Microsoft Clarity cookie set this cookie for synchronizing the MUID across Microsoft domains.	Session	Analytics
MUID	.clarity.ms	Bing sets this cookie to recognise unique web browsers visiting Microsoft sites. This cookie is used for advertising, site analytics, and other operations.	1 year 24 days	Advertisement

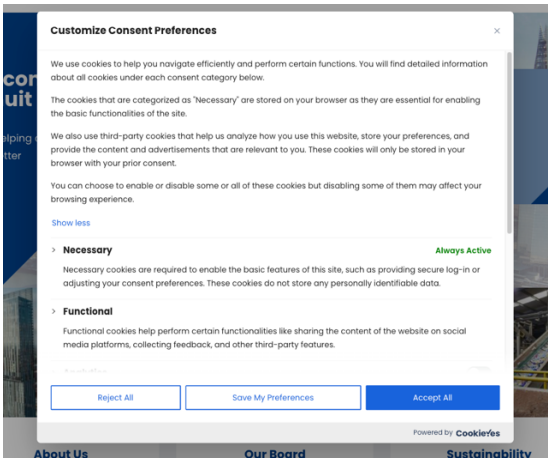
MR	.c.bing.com	This cookie, set by Bing, is used to collect user information for analytics purposes.	7 days	Analytics
SRM_B	.c.bing.com	Used by Microsoft Advertising as a unique ID for visitors.	1 year 24 days	Performance
ANONCHK	.c.clarity.ms	The ANONCHK cookie, set by Bing, is used to store a user's session ID and verify ads' clicks on the Bing search engine. The cookie helps in reporting and personalization as well.	10 minutes	Advertisement
_clsk	.genuitgroup.com	Microsoft Clarity sets this cookie to store and consolidate a user's pageviews into a single session recording.	1 day	Analytics

Please note that the following third parties may also use cookies, over which we have no control. These named third parties may include, for example, advertising networks and providers of external services like web traffic analysis services. These third-party cookies are likely to be analytical cookies or performance cookies or targeting cookies:

- Google Analytics
- Microsoft Clarity
- Bing


To deactivate the use of third party advertising cookies, you may visit the consumer page to manage the use of these types of cookies [Example 1].

Example 1:









You can choose which analytical, functionality and targeting cookies we can set by clicking [see example 2] to link to the preference of the cookie for the cookie settings.

Example 2:

Analytics 

Analytical cookies are used to understand how visitors interact with the website. These cookies help provide information on metrics such as the number of visitors, bounce rate, traffic source, etc.

Discovered Cookies [Add Cookie](#)

Id	Domain	Duration	
CLID	www.clarity.ms	1 year	 
Description Microsoft Clarity set this cookie to store information about how visitors interact with the website. The cookie helps to provide an analysis report. The data collection includes the number of visitors, where they visit the website, and the pages visited.			
.ga	.genuitgroup.com	1 year 1 month 4 days	 
Description Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.			
.gid	.genuitgroup.com	1 day	 
Description Google Analytics sets this cookie to store information on how visitors use a website while also creating an analytics report of the website's performance. Some of the collected data includes the number of visitors, their source, and the pages they visit anonymously.			

However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our website.

Except for essential cookies, all cookies will expire after one year.