COOKIES POLICY

Cookies are small pieces of data, stored in text files, which are stored on your computer or other device when websites are loaded in a browser. By using your browser controls, you are always in control of the cookies we store and access on your computer

Most web browsers allow user privacy settings to block either all cookies, or third party cookies. Blocking cookies will, however, have a negative impact upon the usability of many websites, including this one. Please visit www.aboutcookies.org for comprehensive information on how to change your cookie settings in a wide variety of different web browsers.

Some of our web pages utilise "cookies" to help us improve our website and your web experience. Cookies also allow us to provide important site functionality so you don't have to re-enter lots of information. They also allow us to remember what links and pages have been clicked or viewed during a session.

We use a number of these cookies for analytical purposes, and these are described in detail below. By using the John Guest website, you consent to the use of cookies for these purposes.

Google Analytics Cookies

This website uses Google Analytics Cookies. Google Analytics is a website monitoring tool that allows users to see volumes of website visitors, their source, and to analyse how the content of our website is viewed and navigated. This in turn allows optimisation of the content and pages on www.johnguest.com and the marketing programs that drive traffic to the website.

We use a combination of both session and persistent cookies. Session cookies keep track of your current visit and how you navigate the site, persistent cookies enable our website to recognise you as a repeat visitor when you return. The session cookies will be deleted from your computer when you close your browser. Persistent cookies will be removed on a pre-determined expiry date, or when deleted by you.

Google Analytics does not store any personal information about website visitors, but does use persistent cookies to identify repeat visitors. You may universally opt-out of all Google Analytics tracking used by all websites by visiting the following url – https://tools.google.com/dlpage/gaoptout

Cookies set by Google Analytics (analytics.js)

Cookie Name: _ga
Description: Used to distinguish users.
Expiration Time: 2 years.

Cookie Name: _gid
Description: Used to distinguish users.
Expiration Time: 24 hours.

Cookie Name: _gat

Description: Used to throttle request rate.
Expiration Time: 1 minute.

Cookie Name: AMP_TOKEN
Description: Contains a token that can be used to retrieve a Client ID from AMP Client ID service. Other possible values indicate opt-out, inflight request or an error retrieving a Client ID from AMP Client ID service.
Expiration Time: 30 seconds to 1 year.

Cookie Name: _gac_
Description: Contains campaign related information for the user. If you have linked your Google Analytics and AdWords accounts, AdWords website conversion tags will read this cookie unless you opt-out.
Expiration Time: 90 days.

Cookies set by Google Analytics (ga.js)

Cookie Name: __utma
Description: Used to distinguish users and sessions. The cookie is created when the JavaScript library executes and no existing __utma cookies exists. The cookie is updated every time data is sent to Google Analytics.
Default Expiration Time: 2 years from set/update.

Cookie Name: __utmt
Description: Used to throttle request rate.
Default Expiration Time: 10 minutes.

Cookie Name: __utmb
Description: Used to determine new sessions/visits. The cookie is created when the JavaScript library executes and no existing __utmb cookies exists. The cookie is updated every time data is sent to Google Analytics.
Default Expiration Time: 30 mins from set/update.

Cookie Name: __utmc
Description: Not used in ga.js. Set for interoperability with urchin.js. Historically, this cookie operated in conjunction with the __utmb cookie to determine whether the user was in a new session/visit.
Default Expiration Time: End of browser session.

Cookie Name: __utmz
Description: Stores the traffic source or campaign that explains how the user reached your site. The cookie is created when the JavaScript library executes and is updated every time data is sent to Google Analytics.
Default Expiration Time: 6 months from set/update.

Cookie Name: __utmv
Description: Used to store visitor-level custom variable data. This cookie is created when a developer uses the _setCustomVar method with a visitor level custom variable. This cookie was also used for the deprecated _setVar method. The cookie is updated every time data is sent to Google Analytics.
Default Expiration Time: 2 years from set/update.

If you wish for your visit to our site NOT be tracked, send a "Do Not Track" request with your browsing traffic.

GatorLeads Cookies

GatorLeads is a tool that identifies the business or organisation that website visitors belong to, based on a reverse IP Lookup. GatorLeads also use cookies to process this identification, and personal information about individual users is stored. Cookies used by GatorLeads store information about your current web browsing session (pages viewed, time on site etc) and the dates and times of previous website visits.

This information is used by John Guest to profile website visitors to better understand the way in which our website content is viewed by different segments.

Email Marketing Post-Click Tracking Cookies

These cookies are used to report on the web pages that have been viewed by visitors to the site who have followed links from our email marketing campaigns. This analysis helps us to understand additional content that is viewed by the contacts in our database and therefore allows us to improve and tailor future campaigns to those contact's specific areas of interest.