Advertising Cookies

We use cookies, including third party cookies, to serve advertising on pages of our website or App. These cookies help us and our partners to deliver advertising, which is relevant to your interests on our site, across the web and on social media, and to measure how well this advertising performs. We use the below cookies to do this. These cookies do not directly store personal information – instead they uniquely identify the device and browser you are using.

Cookie name	Purpose	Duration	Set by
_fbp	This cookie is set by Facebook to deliver advertisement when they are on Facebook or a digital platform powered by Facebook advertising after visiting this website.	3 Months	Facebook
fr	The cookie is set by Facebook to show relevant advertisements to the users and measure and improve the advertisements. The cookie also tracks the behaviour of the user across the web on sites that have Facebook pixel or Facebook social plugin.	3 Months	Facebook
OptiMonk Client	This cookie is set by the provider OptiMonk. This cookie is used for implementing the pop-up advertisement on the website. It stores the visitor behaviour on the pop up campaigns.	1 Year	OptiMonk
OptiMonk Session	This cookie is set by the provider OptiMonk. This cookie is used for implementing the pop-up advertisement on the website. It stores the time when the visitor started a session on the website.	Session	OptiMonk

VISITOR_ INFO1_LIVE	This cookie is set by YouTube. Used to track the information of the embedded YouTube videos on a website.	5 months 27 days	[YouTube](#)
test_cookie	This cookie is set by doubleclick.net. The purpose of the cookie is to determine if the user's browser supports cookies.	15 min	[Google](#)
IDE	Used by Google DoubleClick and stores information about how the user uses the website and any other advertisement before visiting the website. This is used to present users with ads that are relevant to them according to the user profile.	1 year 2 days	[Google](#)