

Ascertia Limited - Cookie Policy

Last updated 26.06.2026

1. Introduction

This Cookie Policy explains how Ascertia Limited (“Ascertia”, “we”, “us” or “our”) uses cookies and similar tracking technologies on our website.

It describes what cookies are, the types of cookies we use, the purposes for which they are deployed, and the choices available to you in relation to their use.

Where personal data is collected through cookies or similar technologies, Ascertia Limited acts as the data controller for the purposes of applicable data protection legislation, including the UK General Data Protection Regulation (“UK GDPR”) and the Privacy and Electronic Communications (EC Directive) Regulations 2003 (“PECR”).

This Cookie Policy should be read together with our Privacy Policy, which provides further information about how we process personal data and your rights in relation to such processing.

2. What are Cookies

Cookies are small text files that are placed on a user’s device (such as a computer, smartphone or tablet) when visiting a website. Cookies allow the website to recognise a user’s device and store certain information about the user’s preferences or past actions.

Cookies serve a number of different purposes. For example, they may enable core website functionality, help improve website performance, support security measures, or allow the website owner to understand how users interact with the site.

Some cookies are essential for the operation of the website, while others are used to enhance user experience or support analytics and marketing activities.

Cookies may be set directly by the website being visited (known as first-party cookies) or by third-party service providers whose functionality is integrated into the website (known as third-party cookies).

Cookies may also remain on a user’s device for different periods of time. Session cookies expire once the user closes their browser, whereas persistent cookies remain on the device until they expire or are deleted.

3. Legal Basis for using Cookies

Under the Privacy and Electronic Communications (EC Directive) Regulations 2003 (“PECR”), websites are required to obtain a user’s consent before storing or accessing cookies on their device, unless the cookies are strictly necessary for the operation of the website.



Strictly necessary cookies are those required to enable core functionality of the website, such as security features, network management, and user preference storage. These cookies do not require user consent.

All other cookies, including those used for analytics, functionality, or marketing purposes, will only be placed on a user's device where the user has provided their consent.

When users first visit our website, they are presented with a cookie banner which allows them to accept or reject non-essential cookies. Non-essential cookies will only be activated once the user has provided their consent. This consent mechanism is provided through our consent management platform.

Users can change or withdraw their cookie preferences at any time through the cookie settings available on the website.

Where cookies involve the processing of personal data, such processing is carried out in accordance with the UK General Data Protection Regulation (UK GDPR) and our Privacy Policy.

4. Cookies we use

The tables below provide details of the cookies used on our website, including their purpose, provider, and duration. These cookies fall into different categories depending on their function.

Necessary

Necessary cookies are required to enable the basic features of this site, such as providing secure log-in or adjusting your consent preferences. These cookies do not store any personally identifiable data.

Provider	Cookie Name	Description	Duration
CookieYes	cookieyes-consent	CookieYes sets this cookie to remember users' consent preferences so that their preferences are respected on their subsequent visits to this site. It does not collect or store any personal information of the site visitors.	1 year
Google	rc::a	This cookie is set by the Google reCAPTCHA service to identify bots to protect the website against malicious spam attacks.	Never Expires
Google	rc::c	This cookie is set by the Google reCAPTCHA service to identify bots to protect the website against malicious spam attacks.	The session
Google	rc::f	This cookie is set by the Google reCAPTCHA service to identify bots to protect the website against malicious spam attacks.	Never expires
Google	_GRECAPTCHA	This cookie is set by the Google reCAPTCHA service to identify bots to protect the website against malicious spam attacks.	6 months



Provider	Cookie Name	Description	Duration
Google	rc::b	This cookie is set by the Google reCAPTCHA service to identify bots to protect the website against malicious spam attacks.	The session

Functional

Functional cookies help perform certain functionalities like sharing the content of the website on social media platforms, collecting feedback, and other third-party features.

Provider	Cookie Name	Description	Duration
CloudFlare	__cf_bm	This cookie is set by Cloudflare as part of HubSpot's forms infrastructure on .hsforms.net. It supports Cloudflare Bot Management and site stability. It does not store personal tracking data.	1 hour
Youtube		The cookie ytidb::LAST_RESULT_ENTRY_KEY is used by YouTube to store the last search result entry that was clicked by the user. This information is used to improve the user experience by providing more relevant search results in the future.	Never expires

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.

Provider	Cookie Name	Description	Duration
HubSpot	__hssc	HubSpot sets this cookie to keep track of sessions. This is used to determine if HubSpot should increment the session number and timestamps in the __hstc cookie. It contains the domain, viewCount (which increments with each pageview in a session), and session start timestamp.	The session
Google Analytics	_ga	The _ga cookie, installed by Google Analytics, calculates visitor, session and campaign data and also keeps track of site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.	1 year 1 month 4 days
Google Analytics	_gid	Installed by Google Analytics, _gid cookie stores information on how visitors use a website, while also creating an analytics report of the website's performance.	1 day



Provider	Cookie Name	Description	Duration
		Some of the data that are collected include the number of visitors, their source, and the pages they visit anonymously.	
HubSpot	__hstc	This is the main cookie set by Hubspot, for tracking visitors. It contains the domain, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).	6 months
HubSpot	hubspotutk	HubSpot sets this cookie to keep track of the visitors to the website. This cookie is passed to HubSpot on form submission and used when deduplicating contacts.	6 months
HubSpot	__hssc	HubSpot sets this cookie to keep track of sessions. It is used to determine if HubSpot should increment the session number and timestamps in the __hstc cookie. It contains the domain, viewCount (which increments with each pageview in a session), and session start timestamp.	1 hour
Google Analytics	_gat_UA-*	Google Analytics sets this cookie for user behaviour tracking.	1 minute

Advertisement

Advertisement cookies are used to provide visitors with customized advertisements based on the pages you visited previously and to analyse the effectiveness of the ad campaigns.

Provider	Cookie Name	Description	Duration
Apollo	as_apollo_loader	This cookie is used by the Apollo intelligence platform to identify website visitors for the purpose of marketing attribution and lead generation. It only activates after user consent is granted.	1 year

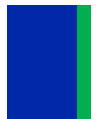
5. Third Party Cookies

Some cookies used on our website are placed by third-party service providers whose services are integrated into our website. These cookies may enable services such as website functionality, security, analytics, visitor interaction management, or marketing insights.

Where third-party cookies are used, the relevant provider may collect information about users' interactions with our website. This may include technical information such as IP address, browser type, device information, pages visited, and interactions with website content.

The third-party services currently used on our website include providers such as:

- Apollo – used for visitor interaction tracking and marketing insights;
- Google Analytics – used for website analytics, performance monitoring, and deployment/control of tracking scripts



- HubSpot – used for visitor analytics tracking, lead capture forms, and website functionality.
- CookieYes – used for security/site stability and consent management.
- Cloudflare – used for via HubSpot integration for security, bot management, and site stability.
- Youtube – used for embedded video content on the website and sets the ytidb::LAST_RESULT_ENTRY_KEY functional cookie.

These providers may place cookies on users' devices when users interact with certain features of the website.

Where these cookies involve the processing of personal data, such processing is carried out in accordance with applicable data protection laws, including the UK General Data Protection Regulation (UK GDPR).

Users are encouraged to review the privacy and cookie policies of these third-party providers for further information on how they process personal data.

6. International Data Transfers

Some of the third-party services used on this website may process personal data outside of the United Kingdom or the European Economic Area.

In particular, certain providers such as Apollo, HubSpot, and Cloudflare may process data in jurisdictions including the United States or other countries where they operate infrastructure or service providers.

Where personal data is transferred internationally, appropriate safeguards are implemented in accordance with Chapter V of the UK GDPR. These safeguards may include:

- the UK International Data Transfer Agreement (IDTA);
- the EU Standard Contractual Clauses together with the UK Addendum; or
- transfers to countries recognised as providing an adequate level of data protection.

These measures are designed to ensure that personal data remains protected to a standard substantially equivalent to that required under UK data protection law.

7. Managing Your Cookie Preferences

When you first visit our website, you will be presented with a cookie banner that allows you to accept or reject non-essential cookies. This enables you to make an informed choice about how cookies are used on your device.

You can change or withdraw your consent at any time through the cookie settings available on our website. Where consent is withdrawn, any non-essential cookies will no longer be activated. At any point during your session this action can be amended, changing preferences from blocked to unblocked.



You may also manage your cookie preferences by category, choosing which types of non-essential cookies you wish to accept or decline individually. This can be done at any time through the cookie preference centre available on our website, accessible via the cookie banner > Customise button. Where a category is declined, the cookies within that category will not be activated on your device.

In addition, most web browsers allow you to manage cookies through their settings. You can choose to block or delete cookies via your browser controls. Please note that disabling certain cookies may affect the functionality or performance of the website.

For more information on how to manage cookies in common browsers, please refer to the relevant browser providers, such as Google Chrome, Microsoft Edge, Mozilla Firefox and Apple Safari.

8. Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in our use of cookies, changes to applicable legal requirements, or updates to our website functionality.

Any updates will be published on this page and, where appropriate, users may be notified through the website.

Users are encouraged to review this Cookie Policy periodically to stay informed about how cookies are used on our website.

9. Contact Us

If you have any questions about this Cookie Policy or about how we use cookies on our website, you may contact us at:

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33 Queen Street Place

London
EC4R 1AP

Email: marketing@ascertia.com

legal@ascertia.com