

Introduction

Tiger.io puts small files (known as ‘cookies’) onto your computer to collect information about how you browse the site.

Cookies are:

- used to measure how you use the website so it can be updated and improved based on your needs
- used to remember the notifications you’ve seen so that we don’t show them to you again
- not used to identify you personally*

You’ll normally see a message on the site before we store a cookie on your computer.

How Cookies are used on tiger.io

Measuring website usage (Google Analytics)

We use Google Analytics software to collect information about how you use the tiger.io website. We do this to help make sure the site is meeting the needs of its users and to help us make improvements.

Google Analytics stores information about:

- the pages you visit on tiger.io
- how long you spend on each tiger.io page
- how you got to the site
- what you click on while you’re visiting the site

We don’t collect or store your personal information (for example your name or address) so this information can’t be used to identify who you are.

We don’t allow Google to use or share our analytics data.

Google Analytics sets the following cookies:

Universal Analytics

Name	Purpose	Expires
_ga	This helps us count how many people visit tiger.io by tracking if you’ve visited before	2 years
_gid	This helps us count how many people visit tiger.io by tracking if you’ve visited before	24 hours
_gat	Used to manage the rate at which page view requests are made	10 minutes

Google Analytics

Name	Purpose	Expires
_utma	Like _ga, this lets us know if you've visited before, so we can count how many of our visitors are new to tiger.io or to a certain page	2 years
_utmb	This works with _utmc to calculate the average length of time you spend on tiger.io	30 minutes
_utmc	This works with _utmb to calculate when you close your browser	When you close your browser
_utmz	This tells us how you reached tiger.io (for example from another website or a search engine)	6 months
analytics_next_page_call	This lets us know the next page you visit on tiger.io, so we can make journeys better	when you close your browser

You can opt out of Google Analytics cookies at the following address:

<https://tools.google.com/dlpage/gaoptout>

*If you use a Prism Managed Service your instance of Prism may be hosted on a subdomain of tiger.io. Prism uses a single cookie for authentication purposes. This is required for the product to function but does serve to identify you personally.