



## Hand Media International Cookie Policy

Last updated: 28 August 2025

At Hand Media International Limited, we are committed to protecting your privacy and ensuring transparency in how your information is used. This Cookie Policy applies to all websites owned and operated by Hand Media International Limited, collectively referred to as “our websites.”

This policy provides clear information about how we use cookies across our websites, enabling you to make informed decisions about your cookie preferences.

### 1. What Are Cookies?

Cookies are small text files stored on your device when you visit a website. They help websites function efficiently and provide information to the site owners to improve your user experience.

Cookies may be set by Hand Media International (“first-party cookies”) or by trusted third parties such as analytics, security, and marketing providers (“third-party cookies”). They may be:

- Session cookies (expire when you close your browser).
- Persistent cookies (remain until they expire or are deleted).

Cookies allow us to:

- Remember user preferences and login sessions.
- Provide secure authentication.
- Track visitor interactions (with consent).
- Enable embedded services such as video, forms, and live chat.

### 2. Why We Use Cookies

Across our websites, cookies are used to:

- Enhance and personalise your browsing experience.
- Analyse website performance and engagement (e.g., Google Analytics, Hotjar).
- Provide integrated services such as video playback (e.g., Wistia), email subscription (e.g., Moosend), and support widgets (e.g., Help Scout).
- Enable security protections (e.g., Wordfence, Cloudflare).
- Power core functionality (WordPress platform, Elementor builder, WP Rocket caching).

Some features may not function correctly if cookies are disabled.



### 3. Categories of Cookies We Use

In line with [ICC UK](#) guidelines, we use four categories:

#### a. Strictly Necessary / Technical Cookies

Essential for site operation. These include:

- WordPress session cookies (wordpress\_logged\_in\_\*, wp-settings-\*, wp\_test\_cookie)
- Elementor editor cookies (elementor)
- Wordfence security cookies (wfwaf-authcookie-\*)
- Cloudflare security and performance cookies (cf\_clearance, \_\_cf\_bm)
- Complianz consent cookies (cmlz\_\*)

#### b. Performance / Statistical Cookies

Used to measure and improve performance.

- Google Analytics 4 (\_ga, ga\_ZPM86XE7YG)
- Hotjar session cookies (\_hjSessionUser\_\*)
- Cloudflare Zaraz analytics (cfz\_\*, zaraz-analytics)

#### c. Functionality Cookies

Remember preferences and improve usability.

- WordPress language and editor preferences (wp\_lang)
- Magazine viewer functionality (customizerVisitCount, viewer session cookies)
- Stripe anti-fraud cookies (\_\_stripe\_mid)

#### d. Targeting / Marketing Cookies

Enable personalised advertising, CRM, and media.

- Moosend CRM and forms (MOOSEND\_USER\_ID)
- Wistia video playback (wistia, wistia-video-progress-\*)
- Help Scout support widget (persist:hs-beacon-\*)
- AdRotate advertising cookies (adrotate-\*)

### 4. Consent and Control

When you visit our websites, you are presented with a cookie consent banner powered by Complianz CMP.

This allows you to:

- Accept or reject non-essential cookies.
- Adjust your preferences by category.
- Withdraw or modify your consent at any time.

Cookies are only activated once you have given consent in the banner (for users in the EU/UK and other regions where required).

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## 5. Managing and Deleting Cookies

You can manage preferences via our consent banner or your browser settings. Disabling cookies may impact some site functions.

- Chrome: Settings > Privacy & Security > Clear Browsing Data
- Safari: Preferences > Privacy > Manage Website Data
- Firefox: Settings > Privacy & Security > Cookies and Site Data
- Edge: Settings > Cookies and Site Permissions
- Internet Explorer (legacy): Tools > Internet Options > General > Browsing History

For further details, visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

## 6. Contact Us

For questions about this Cookie Policy or our privacy practices, please contact us at: [support@hand-media.com](mailto:support@hand-media.com)