

Cookie Policy

All references to Juniper within this document refer equally to Juniper Ventures Limited and Juniper Pursuits Limited (“**Juniper**”, “**we**”, “**us**”, or “**our**”).

Introduction

This Cookie Policy explains how Juniper Ventures Limited (“**Juniper**”, “**we**”, “**us**”, or “**our**”) uses cookies and similar technologies on our website. It should be read together with our [Privacy Notice](#), which explains how we process personal data more generally.

We use cookies to make our site work, improve its performance, understand how it is used, and help us personalise content. This policy explains what cookies are, what types we use, and how you can manage your choices.

Consent for cookies is governed by the Privacy and Electronic Communications Regulations (PECR) and the UK GDPR. Under these rules, non-essential cookies require your prior consent.

Please also refer to our [Privacy Notice](#) for details of how we process personal data more generally.

What are cookies?

We use the following categories of cookies in our website:

- **Essential cookies**

These cookies are necessary for the website to function. They enable core features such as security, network management, accessibility and remembering your cookie preferences. They do not require your consent.

- **Functional cookies**

These cookies allow the website to remember choices you make, such as accessibility options or saved preferences. These cookies may require consent depending on their purpose.

- **Analytics cookies**

These cookies help us understand how visitors use our website by collecting information such as page visits, traffic sources, and click patterns. These cookies are only set with your consent, as required by PECR.

- **Advertising cookies**

These cookies may be used to deliver relevant advertising or measure the effectiveness of campaigns. These cookies are only set with your consent.

A detailed breakdown of all cookies and similar technologies used across our website is set out in the table below. This information is provided to meet our obligations under PECR and the UK GDPR and to help you understand how each technology operates.

Name of the cookie	Provider / Domain	Purpose	Category	Duration
swpm_session	juniperventures.co.uk	Membership login session for protected content.	Necessary	Session (expires when the browser session ends)
ga*	juniperventures.co.uk	Stores and counts page views.	Analytics	1 year 1 month 4 days
_ga	juniperventures.co.uk	Calculates visitor, session and campaign data anonymously.	Analytics	1 year 1 month 4 days
lang	linkedin.com	Remembers language preferences for LinkedIn embedded content.	Functional	Session (expires when the browser session ends)
JSESSIONID	www.linkedin.com	Session ID for monitoring application sessions.	Necessary	Session (expires when the browser session ends)
bcookie	linkedin.com	Tracks use of LinkedIn embedded services.	Advertisement	1 year
bscookie	www.linkedin.com	Tracks use of LinkedIn embedded services.	Advertisement	1 year
li_gc	linkedin.com	Stores consent for LinkedIn non essential cookies.	Functional	6 months
lidc	linkedin.com	Facilitates	Functional	1 day

		data centre selection.		
__cf_bm	linkedin.com	Cloudflare bot management identification.	Necessary	1 hour
li_alerts	www.linkedin.com	Tracks impressions of LinkedIn alerts.	Analytics	1 year
_pxvid	protechts.net	Detects fraud and bot activity.	Necessary	1 year
_px3	protechts.net	Protects site from bot attacks.	Necessary	6 minutes
pxcts	protechts.net	Security tracking session cookie.	Necessary	Session (expires when the browser session ends)
unique_id	juniperventures.co.uk	Supports Twitch embedded video functionality.	Necessary	Session (expires when the browser session ends)
cookieeyes-consent	www.juniperventures.co.uk	Stores user cookie consent preferences.	Necessary	1 year

Whether it is first or third party

All cookies set by juniperventures.co.uk are first-party cookies. Cookies set by LinkedIn (linkedin.com, www.linkedin.com) and Protechts (protechts.net) are third-party cookies.

Managing your cookie preferences

When you visit our website for the first time (or after your preferences expire), you will see our cookie banner. You can:

- Accept all cookies
- Reject all non-essential cookies
- Manage your preferences by selecting which categories to allow

We will not set any non-essential cookies unless you enable them.

Changing or withdrawing your consent

You can change or withdraw your consent at any time by opening Cookie Settings on our website. Any changes will apply immediately.

Withdrawing consent will not affect the functioning of essential cookies, which are required for the website to operate.

Third-Party cookies

Some cookies may be placed by third-party providers whose services we use, such as analytics or embedded content.

These third parties may process your information in accordance with their own privacy notices. We recommend reviewing their privacy and cookies policies for further detail.

Updates to this Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in technology, legal requirements or our use of cookies. The updated version will always be published on this page with the “last updated” date.

Where our website includes third-party embedded services, these services are blocked until you provide consent for the relevant cookie category.

Contact us

If you have any questions about this Cookie Policy or our use of cookies, please contact:

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