

CPRE Sussex Cookies Policy

Cookies Consent and Policy

By using our website, joining or donating to us, you agree that, unless you have set your computer's browser to reject them, we can place the types of cookies set out below on your device and use that data in accordance with the policy provisions set out below.

What are cookies?

Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit. Cookies are useful because they allow a website to recognise a user's device and help improve the your experience of the site.

You can find more information about cookies at: www.allaboutcookies.org and www.youronlinechoices.eu, for a video about cookies visit www.google.co.uk/policies/technologies/cookies

Does CPRE Sussex's website use cookies?

Yes. If you visit our website, we use cookies to record information about:

- the areas of the website you visit
- the amount of time you spend on the site
- whether you are new to the site, or have visited it before
- the country, region, city associated with your IP address or device
- the type of device and browser you use
- how you use the website and the quality of your experience – for example we may track your bandwidth when viewing videos
- how you interact with our donation and sign-up forms – for example what you select as your communication preferences
- any error messages that you receive on the site.

We use cookies to track how visitors come to our site. For example, we use marketing or referring tracking codes in internet addresses (URLs) to show us whether a visitor has come to our site via a link on a referring website or in a specific piece of marketing and to give us insight into the effectiveness of our marketing.

Some of this information may be used by third party cookies to target you with relevant advertising (see below). However, you can choose to use our website anonymously without giving us any information. Please see 'Changing your cookie preferences' below.

Types of cookies

We use 'first party cookies'. These are cookies served directly from our website to your computer and are often used to recognise your computer when it revisits our site.

Cookies may be either 'session cookies' or 'persistent cookies'. Your computer automatically removes session cookies once you close your browser. Persistent cookies will survive on your computer until an expiry date specified in the cookie itself, is reached. Most of our cookies are persistent.

Categories of cookies we use

We have assessed our cookies based on the ICC Cookie Guide. Most of our cookies fall into categories 1 and 3.

1. **Strictly necessary cookies:** these cookies are essential for the user to move around the website and to use its features.
2. **Performance cookies:** these cookies collect information about how the user makes use of the site, e.g. which pages the user visits most. These cookies do not collect information that identifies the user.
3. **Functionality cookies:** these cookies remember choices made by or attributes of the user and enhance the features and content you experience during your visit to our website, such as appeals visited or your location.
4. **Targeting or advertising cookies:** these cookies collect information about the users' browsing habits. This may also include your use of social media sites, e.g. Facebook, etc. or how you interact with our website which then shows you relevant content elsewhere on the internet.

What information does CPRE collect using cookies?

We may collect some, or all, of the information available from cookies when you visit our website, depending on how you use it. We monitor how people use our website, so we can improve it. We collect this information anonymously.

We use a standard type 1 cookie. This contains no personal information but tells us if that device has visited before.

Some pop-ups, such as 'Get our updates' use a small type 3 cookie to prevent the pop-up being shown repeatedly once a user has dismissed it or has already entered their email address. It is not used for tracking. Any pages with tabs or panels may store a small cookie to record the current state of the tab/panel between page requests.

We use session cookies on the pages where you interact with us to give us money, either as a donation or paying membership because they allow you to proceed through pages quickly and easily without having

to authenticate or reprocess on each page. This means you can link up pages, or use multiple pages, for your actions and donations. However, when you close your browser, the session cookie is lost.

Facebook Pixel is also loaded on every page. The Facebook and Twitter and other social media share buttons don't themselves generate cookies and are not tracked, but we note the URL of the site you came from to us, as it would be for any link to a third-party site. Pages with embedded Twitter feeds store several cookies for user tracking purposes. Pages with embedded media store a number of small cookies for user tracking and for saving user preferences.

Changing your cookie preferences

The 'Help' menu in the toolbar of most web browsers will tell you how to change your browser's cookie settings, including how to have the browser notify you when you receive a new cookie, and how to disable cookies altogether. Below are links to the most common browsers to help you make any changes:

- [Firefox cookie management](#)
- [Chrome cookie management](#)
- [Safari cookie management](#)
- [Edge cookie management](#).

Website statistics analytics, testing and personalisation

Google Analytics, a web analytics service provided by Google Inc. uses 'cookies' which (as discussed above) are text files placed on your computer to help CPRE analyse how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Please read Google's privacy policy if you are concerned about this.

CPRE has no influence over Google's activities but do note that Google has signed up to the US Privacy Shield standard for protection of data which has been declared adequate by the EU Commission. You can always opt-out of Google Analytics cookies by using Google's opt-out tool.

You should be aware that if you follow a link to another website and give any personal information to another company, the uses to which that information may be put will be determined by that third party Privacy Policy and we have no control over that third party.