



## The National Memorial Arboretum Cookie Policy

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## 1. Summary

Like most websites, the National Memorial Arboretum uses cookies. This cookie policy explains what cookies are and how the Arboretum (“we,” “us” or “our”) uses them on our websites. We encourage you to read the policy in full so that you can understand what information we collect using cookies and how that information is used.

## 2. What is a Cookie?

Cookies are text files, containing small amounts of information, which are downloaded to your browsing device (such as a computer or smartphone) when you visit a website. Cookies can be recognised by the website that downloaded them — or other websites that use the same cookies. This helps websites know if the browsing device has visited them before.

Cookies do lots of different jobs, like helping us understand how our website is being used, letting you navigate between pages efficiently, remembering your preferences, and generally improving your browsing experience. Cookies can also help ensure marketing you see online is more relevant to you and your interests.

When you first visit our site, you are given the option to opt-out of cookies, but please be aware that by doing so this may negatively impact on your ability to view and use content on our website. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences. Further information on managing your cookies is provided in section 5.

## 3. What Cookies Do We Use?

The types of cookies used on our site can generally be put into one of the following categories: strictly necessary; Performance; functionality; and advertising. You can find out more about each of the cookie categories below.

### **Strictly Necessary Cookies**

These cookies are essential to make our website work. They enable you to move around the site and use its features. Without these cookies, services that are necessary for you to be able to use our site such as accessing secure areas cannot be provided.

### **Performance Cookies**

These cookies collect information about how people are using our website, for example which pages are visited the most often, how people are moving from one link to another and if they get error messages from certain pages. These cookies don't gather personally identifiable information. All information these cookies collect is grouped together with information from other people's use of our site on an anonymous basis. This helps us analyse data about web page traffic and improve our websites overall, these cookies provide us with analytical information about how our site is performing and how we can improve it.

### **Functionality Cookies**

These cookies collect information about your choices and preferences, and allow us to remember language or other local settings and customise our websites accordingly.

### **Advertising Cookies**

These cookies are used to deliver advertisements that are more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They remember that you have visited a website and this information may be shared with other organisations such as advertising partners. This means after you have been to our site you may see some advertisements about our services elsewhere on the Internet.

These cookies are also used to build a profile of potential supporters that might be interested in our services.

We use both session and persistent cookies on our websites and we use different types of cookies to run our websites. Permanent "persistent" cookies remain on your browser until you clear your cookies and temporary "session" cookies get deleted when you leave our website.

You can see a list of some of the specific cookies which are most frequently used by us in section 6 below.

#### **4. First and Third-Party Cookies**

"First party cookies" are cookies that belong to us and that we place on your device. "Third-party cookies" are cookies that another party places on your browsing device when you visit our site. Third parties setting cookies from our website will be providing a service to us or a function of the site but we do not always control how third party cookies are used. You should check the third party's website for more information about how they use cookies. Details of third parties that set cookies through our website can be found in section 6.

#### **5. How do I Manage Cookies?**

In addition to the options provided above, you may refuse or accept cookies from a website at any time by activating settings on your browser. Information about the procedure to follow in order to enable or disable cookies can be found on your Internet browser provider's website via your help screen. To do this, follow the instructions provided by your browser (usually located within the "Help", "Tools" or "Edit" settings).

You may also wish to refer to:

<http://www.allaboutcookies.org/manage-cookies/index.html>

Please note, however, that if you delete cookies or refuse to accept them, you might not be able to use all of the features we offer, you may not be able to store your preferences, and some of our pages might not display properly.

Some third parties may use Advertising Cookies to help gather information about your browsing activity so that they can deliver website advertising to you that is relevant to your interests. The advertising industries in the European Union have developed schemes to help you opt-out of receiving cookies used for these purposes. You can find out more about the scheme from <http://www.youronlinechoices.com/uk/>

If you want to clear all cookies left behind by the websites you have visited, here are links where you can download three programs that clean out tracking cookies:

1.1 [http://www.lavasoftusa.com/products/ad-aware\\_se\\_personal.php](http://www.lavasoftusa.com/products/ad-aware_se_personal.php)

2.1 <http://www.spybot.info/en/download/index.html>

3.1 <http://www.webroot.com/consumer/products/spysweeper/>.

## 6. Cookies used by the National Memorial Arboretum

Full table of cookies used:

Cookie name	Description of purpose	Expiry
_cfduid	<b>Necessary:</b> Used by the content network, Cloudflare to identify trusted web traffic	1 year
dc_gtm_UA-#	<b>Performance:</b> Used by Google Tag Manager to control the loading of Google Analytics script tag	Session
_ga	<b>Performance:</b> Registers a unique ID that is used to generate statistical data on how the visitor uses a website.	2 years
_gid	<b>Performance:</b> Registers a unique ID that is used to generate statistical data on how the visitor uses a website.	Session
__atuvc	<b>Advertising:</b> Updates the counter of a website's social sharing features	1 year
__atuvs	<b>Advertising:</b> Ensures that the updated counter is displayed to the user if a page is shared with the social sharing service, AddThis	Session
_at.cww	<b>Advertising:</b> Used by the social sharing platform, AddThis	Persistent
ads/ga-audiences	<b>Advertising:</b> Used by Google Adwords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites	Session
ads/user-lists/#	<b>Advertising:</b> Used by Google Adwords	Session
collect	<b>Advertising:</b> Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels	Session
Fr	<b>Advertising:</b> Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months
guest_id	<b>Advertising:</b> Collects anonymous data related to the user's visits to the website with the purpose of personalising and improving Twitter services	2 years

Cookie name	Description of purpose	Expiry
Id	<b>Advertising:</b> Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.	1 year
IDE	<b>Advertising:</b> Used by Google DoubleClick to register and report the website user's action after viewing or clicking one of the advertisers ads with the purpose of measuring the efficacy of an ad to present targeted ads to the user	1 year
MUID	<b>Advertising:</b> Used widely by Microsoft as a unique user ID. The cookie enables user tracking by synchronising the ID across many Microsoft domains	1 year
MUID 8	<b>Advertising:</b> Used widely by Microsoft as a unique user ID. The cookie enables user tracking by synchronising the ID across many Microsoft domains	1 year
personalization_id	<b>Advertising:</b> Used by Twitter.com	2 years
TapAd_DID	<b>Advertising:</b> Used to determine what type of device is used by a user	2 months
TapAd_TS	<b>Advertising:</b> Used to determine what type of device is used by a user	2 months
test_cookie	<b>Advertising:</b> Used by DoubleClick to check if the user's browser supports cookies	Session
Tr	<b>Advertising:</b> Used by Facebook.com	Session

## 7. Changes

Information about the cookies used by us may be updated from time to time, so please check back on a regular basis for any changes.

## 8. Further Help Required

If you have any further queries, please contact us by email at [info@thenma.org.uk](mailto:info@thenma.org.uk), or contact us at the following address:

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Alrewas  
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