



## **Cookies Statement**

To help improve this site we place small files, known as cookies, onto your computer.

Our cookies are there to make the site work better for you, and to allow you to use services while logged in. They do this by:

- measuring how you use the website so we can improve it to meet your needs
- ensuring the website works properly
- remember the notifications you've seen so that we don't show them to you again
- identifying you once you've logged in to the site if log in required.

You can manage these small files as you wish. You can even decide to stop any site from using them. To learn more about cookies and how to manage them visit [AboutCookies.org](https://www.aboutcookies.org).

### **How we use cookies**

We use cookies for several purposes on this website – we've listed each of them below with more details about why we use them and how long they'll last.

#### **Measuring website usage (Google Analytics)**

We use Google Analytics to collect information about how people use our site, and rough demographics as to what groups of people are using our site. We do this to make sure it's meeting your needs and to understand how we could improve it. You can [opt out of Google Analytics tracking](#).

Google Analytics stores information about:

- the pages you visit
- how long you spend on each page
- how you got to the site
- what you click on while you're here
- your broad demographic profile (age range, gender, interests)

We do not collect or store your personal information (e.g. your name or address) so this information cannot be used to identify who you are.

#### **Website operation**

The system that runs our website sets cookies to allow it to run smoothly.

#### **Logged in access**

Our system uses cookies to allow you to log into the site, and access restricted content and services if required.

#### **YouTube**

Some of our embedded videos use cookies.



### **Twitter and Facebook**

We allow Twitter and Facebook to track users visiting our website. This is so we can monitor the effectiveness of our social advertising and promotional campaigns, and to help us share our content to the most relevant audiences.

This information is also used by Twitter and Facebook to provide targeted promotional posts or adverts. We cannot see the personal data of any individual user.

You can opt-out of the collection and use of such information for targeting by visiting the [Digital Advertising Alliance](#). See more about [do not track](#) or [Twitter's privacy policy](#) or [Facebook's privacy policy](#).

NB: Cookie guidance wording adapted from [gov.uk](#), shared under the [Open Government License](#).