

# Cookies

## What are cookies?

Cookies are small text files placed either temporarily or permanently on your computer by websites that you visit which collect and record information, including your IP address. Each time you visit one our website, your browser will send the cookie file back to the website's server on each subsequent visit unless you alter your browser settings.

We do not use cookies to store financial information.

## Why do we use cookies?

Cookies help us to:-

1. understand how visitors use our website and collect anonymised statistics (e.g. the number of visitors to our website) in order to improve performance
2. provide a more personalised online experience by displaying content that would be of interest to you
3. display relevant advertising to you when you visit websites other than ours
4. remember your details and preferences to avoid asking you for that information again
5. measure how cost-effective our advertising is.

## What information do we collect using cookies?

Examples of ways we may use cookies to record information include:-

- areas of the website you visit and engage with, and the amount of time you spend on the website
- whether you have visited our website before or whether you are a new visitor
- the country, region, city and/or borough associated with your IP address or device
- how you came to our website
- the type of device and browser you use
- any error messages that you receive on the site.

We may also measure the success of the emails we send so that we can understand what subject lines and stories people like the most.

## Types of cookies

There are two types of cookies; first party cookies and third party cookies. First party cookies are set by us. Third party cookies are set by service providers on our behalf in order to provide a service to you; for example, if you visit a webpage with a Twitter feed of YouTube videos embedded in it you may notice cookies set by each of those websites too. We may collect some or all of the information available from cookies when you visit our website, depending on how you use it.

The cookies set by Facebook (including when you visit our page on Facebook) are first party cookies; which means they are set by Facebook and if you are a Facebook user, you should visit Facebook's cookie policy on how to manage your cookie preferences.

Cookies can be further categorised as session cookies and persistent cookies. If a cookie does not contain an expiration date, it is considered a session cookie. Session cookies are stored in memory temporarily and when the browser closes, the cookie is permanently lost. In contrast, persistent cookies are stored in a user's hard drive in accordance with an expiration date attached to the cookie, on the specified expiration date the cookie will be removed from your browser.

## Categories of cookies we use

### Strictly necessary cookies

These cookies are needed in order for our website to function and they cannot be switched off. They're usually only set in response to you requesting a service such as setting your privacy preferences, filling in forms or searching for a pet; and without the cookies, the service cannot be provided to you. You can set your browser to block these cookies but some parts of our site will then not work as you would expect. These cookies do not store any information that could identify you and they are usually only set in response to an action (e.g. you filling in a form).

### Performance cookies

Performance cookies collect statistical information about the pages on our website which have been visited, how many visits they receive, how often and where visits come from. The cookie has no way of identifying you, it doesn't hold any of your personal data nor can it be used retrospectively to track you. These cookies help us to ensure we can develop our website to provide the content you need and would expect.

### Personalisation cookies

These cookies allow you to select 'remember me' options when creating an account, or to be shown the types of content you've previously indicated is useful to you. The cookie does not seek to identify you as an individual, just the computer used in order to make using our websites easier and more relevant for you next time.

### Targeted marketing cookies

We use targeted marketing cookies to help tailor the advertising we think may be of interest to you in order to help raise awareness of, and funds for, our vital animal welfare work. Based on this activity on our websites we are able to measure how cost-effective advertising is and can ensure any adverts we do place perform well.

These cookies may remember that you have visited our website and this information could then be shared with other organisations (e.g. advertisers) so that you may then see our adverts relating to our work on other websites that you visit. This information may be used by those companies to build a profile of your interests and show you relevant adverts on other websites. These cookies are based on uniquely identifying your browser and internet device; they may collect personal data in the form of an IP address but we would not be able to identify you from that IP address. As with IP addresses generally, it may be possible for other organisations or individuals, with the relevant technical solutions, without or without other information available to them about you, to identify you from that information.

If you do not allow these cookies you will experience less targeted advertising. You may still see our adverts elsewhere online but these will not be connected to your previous activity on our website.

## Website cookie acceptance

By continuing to use our website, you consent to our use of cookies and those we use will be stored on your device unless you change your cookie preferences in your browser.

Our website may also contain hyperlinks to third party websites that are owned and operation by other organisations. These websites have their own privacy policies, including policies on their use of cookies, and it is important that you read them as they will govern the use of any personal information you submit or which is collected by cookies whilst you browse that website. We cannot accept any responsibility or liability for the privacy practices of third party websites and your use of such websites is at your own risk.

## Changing your cookie preferences

If you wish to reject or disable any cookies which are set by our websites, you can do this through your browser settings. The Help function within your browser should tell you how but for ease, here are links to show you how to change in cookie settings for various browsers:-

[Internet Explorer](#)

[Firefox](#)

[Chrome](#)

[Safari](#)

[iPhone and iPad](#)

Please note that if you visit our website anonymously (i.e. you switch off cookies), we may still collect certain information from your browser, such as your IP address, for the purpose of protecting our website from malicious attacks.

You can find out more about cookies at [www.allaboutcookies.org](http://www.allaboutcookies.org).