Cookie Policy of
The Guildford Society

A Charitable incorporated Organisation
Registered Charity Number 1174395

Registered Office:
24 Bury Fields, Guildford, Surrey GU2 4AZ

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What are cookies? Cookies are small text files that are placed on your computer by the websites that you visit. They are widely used to make websites work, or work more efficiently, as well as to provide information to the owners of the site. The use of cookies is now standard for most websites Including that of The Guildford Society also known as "GS ("The Provider")"

Use of cookies on The Guildford Society websites We utilise cookies, and other online identification technologies such as web beacons, or pixels to provide users with an improved user experience. By using this website or application you consent to the deployment of such identification technologies.

Registered users We use these technologies to make navigation of the Websites easier for you and to better deliver tailored content to **you** (e.g.: Membership sign up / Newsletter sign up / contact forms etc.). If you choose to become a Registered User, we will use cookies to facilitate your registration and remember your preferences. If you choose to become a Registered User, you will receive the benefits of registration only if you accept the strictly necessary cookies, which include those cookies used as part of registration.

Analytics and site statistics We also use these technologies to gather usage information and statistics regarding use of the Websites. For example, we collect information about page visits and navigation to determine what articles and topics are of greatest interest and if users can find content easily. Likewise, we collect information about which articles and videos are viewed and whether videos are viewed in their entirety to determine what content is of most interest to users.

We also use usage information to generate various reports regarding use of the Websites. These reports contain aggregated information about users and do not single out users individually. Individual sites may use additional cookies or third-party analytics tools. For more information about the cookies and third-party tools used on individual sites, please review the cookie information on the individual sites you visit.

Measuring effectiveness of our activities We may utilise online identification technologies from marketing partners, third party sites and social media platforms. These technologies help us measure the efficacy of our marketing and awareness campaigns and to understand how visitors navigate to the Websites from a [company name] ad. We use these technologies to compile statistics about visitors who interact with the Websites and other [company name] online content, to gauge the effectiveness of our ads, and to provide more pertinent information to our visitors.

Managing cookies on your device You can control and manage cookies using your browser. Please note that removing or blocking cookies can impact your user experience and some functionality may no longer be available.

Using your browser to control cookies Most browsers allow you to view, manage, delete and block cookies for a website. Be aware that if you delete all cookies then any preferences you have set will be lost, including the ability to opt-out from cookies as this function itself requires placement of an opt out cookie on your device. Guidance on how to control cookies for common browsers is linked below.

Google Chrome
https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=en

Mozilla Firefox https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences
MacOS Safari https://support.apple.com/kb/ph21411?locale=en_US
Microsoft Internet Explorer https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies

Microsoft Edge https://support.microsoft.com/en-ae/help/4577186/microsoft-edge-view-cookies-in

For information on additional browsers and device types see:
http://www.aboutcookies.org/ or http://www.cookiecentral.com/faq/.

Managing Analytics cookies You can opt-out of having your anonymised browsing history within our websites or applications recorded by analytics cookies. We use the following service providers and you can learn more about their privacy policies and how to opt-out of their analytics cookies by clicking on following links:
Google Analytics: https://www.google.com/analytics/learn/privacy.html

Vimeo cookie policy:
https://vimeo.com/cookie_policy#:~:text=Vimeo%20video%20player%3A%20Vimeo's%20embeddable ,place%20cookies%20of%20its%20own.

Cookie disclosure The following section explains the types, categories, and purpose of cookies on the Websites. By using these Websites you consent to the deployment of cookies for the stated purpose.

Types of cookies: Session cookies: these cookies remain in your browser during your browser session only, i.e. until you leave the website. Persistent cookies: these cookies remain in your browser for a set period of time after the browser session (unless deleted by you).

Categories of cookies:
Strictly Necessary Cookies: These cookies are fundamental to website functionality and cannot be switched off without blocking features on the site. They are usually set in response to your actions on the site, such as filling in forms, setting
preferences, or logging in.

Performance Cookies: These cookies allow us to gather analytics to improve the performance and functionality of our site. These analytics can include measurements on the popularity of a page, common patterns of how people browse around the site, and how frequently a certain feature is used.

We usually aggregate the data for review but in some cases we may collect information on content you have viewed in order to understand what interests you most.

Customization cookies: These cookies help us to understand how effective our marketing campaigns are and enhance your online experiences with [company name] with customization.

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