



1. What are cookies?

Cookies are small text files stored on your device (computer, tablet or mobile phone) when you use a website.

We use login and session cookies on the site to operate the necessary systems for booking training courses and events and accepting donations. We also use analytics cookies to help us improve the site.

2. How we use cookies

We use cookies and similar technologies for the following purposes:

- **Strictly necessary purposes** – to enable core website functionality such as logging in, maintaining sessions, processing donations and booking training courses.
- **Analytics and statistical purposes** – to understand how visitors use our website so we can improve its performance and content.
- **Advertising and communications purposes** – to support our fundraising and awareness campaigns and to measure the effectiveness of our communications across platform

3. Cookies that do not require consent

Some cookies are strictly necessary to provide a service you have requested, such as enabling secure log-in or processing a donation. These cookies are always enabled and cannot be switched off.

In limited circumstances, we may also use cookies for statistical purposes or to remember basic website appearance preferences without asking for consent, where permitted by law. When we rely on these exemptions:

- the cookies are used only for the stated purpose
- the data is used to produce aggregated statistics only
- you are given clear information about their use
- you have a simple and free way to object via our cookie settings

If a cookie is used for more than one purpose (for example, analytics and advertising), consent will always be required.

4. Cookies that require your consent

All cookies used for advertising, fundraising campaign measurement, remarketing or personalisation are off by default and will only be used if you choose to accept them.

This includes cookies that:

- show you Place2Be adverts on other websites or social media platforms
- limit how often you see an advert
- measure the effectiveness of our campaigns
- build audiences for future communications

You can accept or reject these cookies through our cookie banner or change your preferences. When you visit the site for the first time you can update the settings from the banner in the footer. Alternatively, clear cookies in your web browser and refresh the site to show the banner again. Refusing non-essential cookies will not affect your ability to use our website or make a donation.

5. Cookies we use

The table below sets out the cookies and similar technologies we use on our website.

Cookie Description	Cookie Name	Purpose	Third Party	Duration
Google analytics	[_ga, _gat_UA- _gid, _gclxxx]	These cookies are optional and are used to collect information on how visitors use our website, for example which pages they visit most often, whether they receive any error messages and how they arrived at our website. Information collected by these cookies is used only to improve the use of our website by our visitors. We also use these optional cookies to help us with advertising on Google, including serving and rendering ads, personalising ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to	[Google]	[730 Days]

		stop seeing, and measuring the effectiveness of ads. For more information, please see https://policies.google.com/technologies/cookies?hl=en-US#types-of-cookies		
Umbraco Engage	UMB	These cookies are optional and are used to improve user experience and personalize content for each specific website visitor. In order to do so, we process, amongst other things, your pseudonymized IP address, cookie ID, website and clicking behaviour, how you got to visit our website and your browser data. The personal data collected through the use of the cookie will be retained for a maximum of two years. Hereafter, the data will be anonymized and retained for another two years. This way, we can identify trends on the website and improve the website.	Umbraco	[730 Days]
Meta (Facebook/Instagram)	Fbp, datr, sb	These cookies are optional and are used to deliver, measure, and improve the relevancy of ads. We only use them across selected pages of our site. For more information, please see https://www.facebook.com/privacy/policies/cookies	Meta	90 Days
LinkedIn	_gcl_au, lms_x, lidc, liap, li_x, AnalyticsSync History, bcookie, UserMatchHistory, AMCV_x	These are optional cookies to help support the effectiveness of our advertisement on LinkedIn. For more information, please see https://www.linkedin.com/legal/cookie-policy	LinkedIn	A persistent cookie lasts beyond the current session and will stay on your browser until they expire or you delete

				them. Session cookies last only as long as the session (usually the current visit to a website or a browser session).
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You can learn more about cookies in general, and how to set your Internet browser so that cookies are not downloaded, at www.allaboutcookies.org.

6. Managing your cookie choices

You can manage your cookie preferences at any time by adjusting your browser settings to block or delete cookies. Please note that blocking some types of cookies may affect how the website functions.

7. Changes to this policy

We may update this policy from time to time to reflect changes in law, technology or our practices. If we make significant changes, we will notify you via our website.

To find information relating to other browsers, visit the browser developer's website.

To opt out of being tracked by Google Analytics across all websites, visit <http://tools.google.com/dlpage/gaoptout>.

8. Contact us

If you would like to know more about how our site uses cookies, please email us at enquiries@place2be.org.uk.

If we change anything important about the cookies we use, we will notify you through a pop-up on the website for a reasonable length of time prior to and following the change, or another appropriate method.