

## **What are cookies and similar technologies?**

### **Cookies**

Cookies are small files that are downloaded to your computer or mobile device when you visit a website. Your browser sends these cookies back to the website every time you visit the site again, so it can recognise you. This allows websites to tailor what you see on the screen. Cookies collect data which is not used for personal identification.

A cookie is a small file of letters and numbers that is stored on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your device's hard drive.

### **We use the following cookies:**

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that support the website to work for our visitors.
- **Analytical or performance cookies.** These allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our sites work, for example, by ensuring that users are finding what they are looking for easily.
- **Functional cookies.** These are used to recognise you/your device when you return to our sites. This enables us to personalise our content for you, greet you by name and remember your preferences.
- **Targeting cookies.** These cookies record your visit to our sites, the pages you have visited and the links you have followed. We will use this information to inform how we present information on our sites to you.

### **Web beacons**

Web beacons are websites, apps and emails often contain tiny graphics, each with a unique identifier that are embedded invisibly on sites and in emails. Web beacons allow us to know if a certain page was visited or if ad banners on our sites known as "web beacons" or "tracking pixels" are effective. We also use web beacons in our HTML-based emails to let us know whether our emails have been opened by recipients, which helps us to gauge the effectiveness of certain communications, promotions, and marketing campaigns.

### **Pixels**

Pixels are small objects embedded into a web page that are not visible to the user. We use pixels to deliver cookies to your computer, facilitate the log-in process, monitor the activity on our sites, and deliver online advertising.

Pixels data can only be used for 180 days after the data is attained. This is applicable across all social media platforms and our website.

We automatically place single pixel gifs, also known as web beacons, in every email sent by Seashell. These are tiny graphic files that contain unique identifiers that enable us to recognise when our contacts have opened an email or clicked certain links. These technologies record each contact's email address, IP address, date, and time associated with each open and click for a campaign. We use this data to create reports about how an email campaign performed and what actions a contacts took.

### Tags

Tags are small pieces of HTML code that tell your browser to request certain content generated by an ad server. We use tags to show you relevant advertising and promotions.

### Device identifiers

We use device identifiers on devices in the same way as cookies are used on web browsers. A device identifier is a unique number on your device which allow us to remember your device.

### Tracking URLs

Tracking links are web links that allows us to measure when a link is clicked on. They help us measure the effectiveness of campaigns and advertising and the popularity of articles that are read.

We automatically place single pixel gifs, also known as web beacons, in every email sent by These are tiny graphic files that contain unique identifiers that enable us to recognise when our contacts have opened an email or clicked certain links. These technologies record each contact's email address, IP address, date, and time associated with each open and click for a campaign. We use this data to create reports about how an email campaign performed and what actions a contacts took.

## **Whose are they?**

### First party cookies

First party cookies are owned by us and delivered by us to your computer. They are often used to recognise your computer when it revisits our site and to remember your preferences as you browse our site.

### Third party cookies

Third party cookies are owned and set by a third-party partner or supplier on our behalf and can be used by that third party to recognise your computer when you visit other websites. Third party cookies are most commonly used for website analytics or advertising purposes.

Third party cookies will be listed and categorised accordingly along with our first-party cookies. However, unlike first-party cookies, we are unable to offer you control of some third-party cookies within our cookie consent tool. This most commonly occurs where another company's content is embedded within our website, and includes:

Third parties we use:

Seashell also uses, Instagram, Twitter, LinkedIn and YouTube, Raiser's Edge, Legend

We use analytics pulled from social media, website and our communications to measure engagement. This informs communications and campaigns and helps to inform our content so we can provide information that is useful to you.

You can find Twitter's Privacy Policy [here](#)

You can find LinkedIn's Privacy Policy [here](#)

You can find YouTube's Privacy Policy [here](#)

Our communication tools are:

Raisers Edge/Blackbaud's cookie information is here [\(1\) New Messages! \(blackbaud.co.uk\)](#)

Active Services Legend's Cookie notices here [Cookie Notice | Xplor \(xplortechnologies.com\)](#)

### **Seashell's Facebook Page - 'Seashell'.**

Cookies used on our Facebook page may place and access certain cookies on your device. These Cookies are subject to Facebook's own Cookie Policy which can be found [here](#).

You can manage Cookies through your browser settings or through Facebook's settings.

From the cookies controlled in Facebook we use the following : geographical, age, upcoming birthdays, gender, interest, engaged with similar organisation and topics and lookalike audiences targeting based on where Facebook believes people live, this allows us to market campaigns to people based on their location.

If people have completed a leads form or created a fundraiser, we will serve them ads as part of their journey but that is once they have shown intent.

### **Facebook Pixel**

Tracking helps us measure the return on investment of Facebook Ads by reporting on the actions people take after viewing those ads. We add pixels that follow your actions also on our website which then link back to our ads that are running on Facebook.

- No personal information is contained in or collected as a result of using these cookies or pixels.
- As an advertiser on Facebook, pixels on your website are used to give users a better experience and to show those that use your services and products, relevant ads on Facebook.
- Remarketing on Facebook relies on the collection of Pixel data but is not used for personal identification.
- Users have the opportunity to opt-out from this on Facebook:

<https://www.facebook.com/helg/568137493302217/>

## Google

We use Google's Marketing Platform cookies so that we can measure the impact of our digital advertising campaigns. This helps us to ensure that the money we spend on digital advertising is cost-effective. They also help us to serve adverts to people who have visited our websites and control the number of times that a website visitor sees an advert.

We use Google analytics cookies to help us measure how visitors use our websites. This helps us to improve peoples' experience of using our sites and measure the effectiveness of our digital advertising campaigns. Our ability to use and share information collected by Google Analytics about your visit to our sites is restricted by the Google Analytics Terms of Use and the Google Privacy Policy.

## Google Ads

This website uses the online advertising program "Google Ads" in combination with Conversion Tracking. In this case, Google Ads sets a cookie on your computer if you access our website via a Google Ad. These cookies expire after 30 days and are not used for personal identification. If the user visits certain pages of our website before the cookies have expired, both we and Google can detect that the user clicked on the ad and was redirected to this page. Each Google Ads customer receives a different cookie. This means that cookies cannot be tracked using the websites of Ads customers.

The information obtained with the help of the conversion cookie is used to create conversion statistics for Ads customers who have opted for conversion tracking. Customers are told the total number of users who clicked on their ad and were redirected to a conversion tracking tag page. However, customers do not receive any information that can be used to personally identify users.

- Remarketing is a personalised form of online advertising that uses browsing history to show users products that they have previously shown an interest in.
- This relies on the collection of analytical data about users' tracking cookies on their web browsers but is not used for personal identification. Google uses cookies and/or device identifiers to serve ads based on someone's past visits to our website.

- We use Remarketing to show ads across the internet to users who have previously engaged with our website.
- Visitors can opt out of Google's use of cookies or device identifiers by visiting Google's Ads Settings. Alternatively, you can opt out of a third-party vendor's use of cookies by visiting the Network Advertising Initiative opt-out page or control the use of device identifiers by using your device's settings.

[How Google uses information from sites or apps that use their services](#)

[How Google uses information from sites or apps that use our services – Privacy & Terms – Google](#) Remarketing on Google: [Standard Google Ads remarketing – Tag Manager Help](#)

### **What information do cookies collect?**

Cookies may collect the following types of information:

- IP address
- The country, region, city and/or borough associated with your IP address or device.
- Device ID
- Browser type
- Operating system
- Internet Service Provider
- Areas of the sites you visit.
- Amount of time you spend on a site.
- Whether you have responded to or interacted with an advertisement.
- How you came to our sites. For example, through an email link or a search engine
- Features used and activities engaged in on our sites. For example, how you interact with our donation and sign-up forms, what you select as your communication preferences.
- Whether you are new to the website or have visited it before.
- How you use the website and the quality of your experience.
- For YouTube we may track if you watch and how long you watch our videos
- Any error messages that you receive on our sites.

### **How you can manage cookies**

You can control which cookies are set by clicking on 'Cookies Settings' on our cookies banner. You can amend your settings or withdraw your consent for cookies at any time by clicking on the 'Cookies Settings' button below, or the green floating Cookies Settings button on the bottom left of our webpages.

If you haven't given permission for us to set cookies through the cookies banner that popped up when you first visited this site, your visit (and how you got here) won't be

tracked by us. However, if you visit this site using a different device and/browser in the future, you will need to provide us with your cookie preferences again.

[Delete browser history disable cookies.](#)

If you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our sites.

Find out how to manage your cookies on the following internet browsers:

- [Manage Firefox cookies](#)
- [Manage Safari cookies](#)
- [Manage Google Chrome cookies](#)
- [Manage Internet Explorer cookies](#)

[Manage 3<sup>rd</sup> party cookies.](#)

To deactivate the use of third-party advertising cookies, you may visit their consumer page to manage the use of these types of cookies.

OR

You can choose which analytical, functionality and targeting cookies that can set by clicking on the button(s):

- Strictly essential cookies ON/OFF
- Analytical or performance cookies ON/OFF
- Functionality cookies ON/OFF
- Targeting cookies ON/OFF

[Do Not Track](#)

Some web browsers may transmit "do-not-track" signals to sites with which the browser communicates. Participants in the leading Internet standards-setting organization that is addressing this issue are in the process of determining what, if anything, sites should do when they receive such signals. We currently do not take action in response to these signals. If and when a final standard is established and accepted, we will reassess our sites' responses to these signals and make appropriate updates to this Cookies Notice.

### **Further information**

You can choose not to receive tailored online advertising on this site and other sites and learn more about opting out of having your information used for tailored advertising purposes. Learn more about opting out at the [Your Online Choices website](#).

Find out more about cookies on the [Cookiepedia](#) website and on the [About Cookies](#) website.

If you have any queries or comments about this Cookies Policy, please contact [data@seashelltrust.org.uk](mailto:data@seashelltrust.org.uk)

### **Updates**

We may update our use of cookies (as well as this Cookies Policy) from time to time so please check regularly to keep up to date.