



## What are cookies?

Cookies are small files that are placed on your computer to allow a website to collect data about your use of the site. They can track your progress through the site and any actions you take. The information stored doesn't make you personally identifiable, it's anonymised. For example, reports can be seen which show where visitors come from, which pages they visit, and track clicks on the website, but won't be able to tie that data up to see, for example, Joe Bloggs in Leeds visited the homepage and two other pages.

Where the cookie data is stored	Cookie name	Expires after	Purpose
Google Analytics	_ga	2 years	Performance cookies These are cookies which we use to allow us to see how well the website performs. We can also use them to test website content and see which content is most popular so we can produce more of it.  <a href="#">Read more from Google about privacy and safeguarding your data</a>
Google Adwords	_gac_	90 days	Advertising cookie This cookie tracks visits generated by people who clicked on an Adwords Search or Display ad. This helps us to monitor which ads are relevant and better targeted and show less of others.
Facebook Pixel	_fbp	180 days	Used by Facebook to deliver a series of advertisement products such as real-time bidding from third-party advertisers.
Snapchat Pixel		180 days	Advert targeting and conversion reporting.



## Changing your cookie settings

Cookies help businesses to run effectively, and keep in touch with what their customers want. However, if you want to control which cookies you accept, the easiest way is to do so via your web browser. Follow the links below to find out more (these will open in a new window)

- Google Chrome
- Microsoft Edge
- Mozilla Firefox
- Microsoft Internet Explorer
- Opera
- Apple Safari

You may also like to explore the following links (these will open in a new window)

- [Browser add-on to opt out of Google Analytics \(not Microsoft Edge compatible\)](#)
- [Browser based opt out of remarketing](#) - you will still see ads on the internet but they won't be targeted based on your interests or browsing history. This may mean the ads you see are less relevant to you.

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