

# Cookies Policy

*September 2021*

## ***Strategic objectives***

- *Improving provision*
- *Raising awareness*
- *Creating a community*
- *Empowering young people*
- *Strengthening our sustainability and effectiveness*

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## 1. Overview / Purpose

This cookies policy sets out how users are tracked on the Potential Plus UK websites, and how user data is collected.

Potential Plus UK is committed to meeting and complying with any and all of its obligations under the Privacy and Electronic Communications Regulations 2003 (PECR) and is registered with the Information Commissioner's Office for that purpose.

## 2. Scope

This cookies policy covers Potential Plus UK's employees, casual workers, trustees, and volunteers (including committee officers at its branches), all of whom are data processors in relation to the personal information we hold about our service users.

## 3. Definitions

Advertising cookies – some websites use advertising networks to show the user specially targeted adverts when the user visits. These networks may also be able to track user browsing across different sites.

Cookies – this is a small file containing letters and numbers which is downloaded to your computer whenever you visit a website. Cookies can do a range of things including remembering your preferences, recording what items you place in your shopping basket, and counting the number of people who look at the website.

First-party cookies – these are set by the website the user is visiting, and only that website can read them.

Functional cookies – these help us to personalise Potential Plus UK by remembering your preferences and settings.

ICO – Information Commissioner's Office: the UK's independent authority set up to uphold information rights in the public interest, promoting openness by public bodies and data privacy for individuals.

Other tracking technologies – some sites use things like web beacons, clear GIFs, page tags and web bugs to understand how people are using them and to target advertising to them. They usually take the form of a small, transparent image that is embedded in a web page or email. They work with cookies and capture data like the user's IP address, when the user viewed the page or email, what device the user was using and where the user was.

Performance cookies – these help us make sure the website is working properly and fix any errors.

Persistent cookies – these cookies stay on the user’s computer or device after the user’s browser has been closed and last for a time specified in the cookie. We use persistent cookies when we need to know who the user is for more than one browsing session. For example, we use them to remember your preferences for the next time you visit.

Privacy and Electronic Communications Regulations 2003 (PECR) – these work with the Data Protection Act and UK GDPR. It gives people specific privacy rights in relation to economic communications. These rules apply to cookies among other areas.

Session cookies – these cookies only last as long as the user’s online session and disappear from the user’s computer or device when they close their browser (like Internet Explorer or Safari).

Strictly necessary cookies – these cookies let the user use all the different parts of the Potential Plus UK website. Without them, services that you’ve asked for can’t be provided. Also, we may collect data from the user to help us understand how people are using Potential Plus UK online, so we can improve it. We might sometimes ask other companies to analyse how people are using Potential Plus UK online. These may be used when a user signs in, or when we collect information on which pages visitors go most often to so we can improve our online services.

Third-party cookies – these are set by someone other than the owner of the website the user is visiting. Some Potential Plus UK web pages may also contain content from other sites like YouTube, which may set their own cookies. Also, if you share a link to a Potential Plus UK page, the service you share it on (for example, Facebook) may set a cookie on the user’s browser. We have no control over third-party cookies – the user can turn them off, but not through us.

#### **4. Policy**

UK law on this subject is contained in Regulation 6 of The Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended by The Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011.

We use cookies and tracking to gather information about what type of device visitors are using to access Potential Plus UK services and we record things such as which web pages users visit, users’ IP address (a unique number your device creates every time you connect to the internet) and to make things easier for users, like remembering log-in details.

Users can switch off some cookies and similar tracking technologies, or a user’s parent or guardian can do this if they are under 13. Other cookies cannot be turned off, unless users change their browser settings. They make sure our digital services work correctly and are meeting audience needs and interests.

Some cookies are erased as soon as a user closes their browser or app. Others stay longer, sometimes forever, and are saved onto the user's device so that they are there when they come back.

Strictly necessary cookies are always on when users visit us. On a user's first visit to us, we'll tell the user about other types of cookies and ask the user to choose which cookies we can use. Stopping all cookies might mean users cannot access some Potential Plus UK services, or that some of them might not work properly for users. Another way to control some tracking is in the settings on a user's device.

If third-party cookies are disabled on the user's browser, some features on the Potential Plus UK website may not work quite as the user would expect. This is because, like anything you sign in to, your Potential Plus UK account relies on cookies to provide some services. Therefore, if the user's browser is blocking third-party cookies, then some features can't work properly so the user may experience problems with their Potential Plus UK account. You can set exceptions specifically for our website to avoid problems. This won't affect the user's privacy settings on other websites and services the user uses.

Cookies do not typically contain any information that personally identifies a user, but personal information that we store about the user may be linked to the information stored in and obtained from cookies.

Users can change browser settings so it will tell the user when cookies get sent to it. Or it can refuse cookies altogether. Users can check the Help section in their browser for more information.

Web browsers have various technical tools to track users like cookies, IP addresses, HTTP referrer, tracking scripts, user agents, and browser fingerprinting. Some internet browsers have a "Do Not Track" setting. This sends a signal to websites asking them not to track the user's browsing. Not all websites work with this, so please keep this in mind.

To avoid web beacons and other tracking technologies, users can usually render them ineffective by switching cookies off in their browser. There are also browser add-ons and extensions that specifically block web beacons. To avoid web beacons in emails, the user can turn off images in their email service. The user needs to check their email's Help section to find out how.

This policy is accessible to view on Potential Plus UK's website.

## **5. Monitoring and Reporting**

### **5.1 Policy review**

- This policy is reviewed every 3 years.

- We may update it at other times if any important changes occur about how data is being processed. We may also send an email at that time to make service users aware of any important changes.

## 6. Roles and Responsibilities

- Board of Trustees: responsible for approval of the policy.
- Chief Executive: responsible for the implementation of the policy with employees, casual workers and branch volunteers through the Service Level Agreement.
- Trustee with responsibility for GDPR: responsible for guidance on this policy.
- Data Protection Officer: helping with queries arising from this policy.
- All employees, casual workers, trustees and branch volunteers: requirement to read and apply this policy.

## 7. Related Standards, Policies and Processes

- Confidentiality Policy
- Privacy Policy
- Retention Policy

## 8. Revision History

List all changes made to the document including version number, date approved etc. using the below table.

Version:	Date Approved:	Approved by:	Owner:	Author:	Summary of Change:	Review Date:
20210928	28 Sept 2021	Board of Trustees	Board of Trustees	Daniel Dipper (trustee) & Julie Taplin (Chief Executive)	New policy	September 2024

## Appendix 1 Use of Cookies on Potential Plus UK Websites

- Your Membership cookies used on [community.potentialplusuk.org](https://community.potentialplusuk.org) – these are required to access the community area. If the cookies are not accepted, users will be directed away from this area of the website.
- Google Analytics cookies – these collect anonymous visitor information to the websites, like when you visit, how long you stay, where you come from, where you move to, and what types of devices you use. This data is kept for a maximum of 26 months.
- Google Analytics cookies are not registered on the private pages on [community.potentialplusuk.org](https://community.potentialplusuk.org) (the online community)
- We currently do not use cookies for advertising purposes.
- Website cookies – users have the option of rejecting cookies if they wish. Analytics cookies report back on visits and eCommerce inputs, as well as cookies to store cookie choices and for live chat sessions.