

THE EQUITABLE CHARITABLE TRUST

Cookie Policy

A "cookie" is a small text file that is downloaded onto the hard drive or your computer (or other device) when you visit a particular website.

Cookies cannot identify you personally but they can remember activities and preferences chosen by you and your browser.

You can manage cookies through your browser settings and control which cookies are allowed. Some cookies are essential to make sites function effectively for you as an end user, so you will need to be selective if you decide to change your cookie preferences.

The law relating to use of cookies changed in 2012. The law applies to all cookies, but contains exemptions for cookies that are 'strictly necessary'. This includes certain types of Session cookies (sometimes also known as 'performance' cookies).

We use two types of cookie on our website:

- **Session cookies** – these are there to enhance your experience as a visitor to a website. An example would be a cookie that enables a site to remember your preferences if you are using any of its accessibility features, such as the sizing options for text. If these cookies were not present you would have to reset your style choices every time you moved to a new page. Session cookies usually expire when you close your browser, or after a fixed period of time if you do not revisit a site.
- **Google Analytics cookies** - these are 'first-party' cookies. They are set by the site you are visiting, and can only be read by that site. Google Analytics cookies help website owners to understand how their site is being used, for instance, which pages are most popular, and the total number of visitors to the site. They help monitor overall patterns of use, and can help inform future improvements to a site. The information collected is anonymous and cannot identify individuals. We only use the four most basic Google Analytics cookies. Google Analytics cookies usually expire either at the end of a browsing session, or after a fixed period of time if you do not revisit a site.

Further Information

Cookies are not computer programmes, and as such they cannot be used to disseminate viruses. Although they are stored on your computer, they cannot access other data on your hard drive.

There are a wide range of cookies. Some used by other sites, for instance, enable them to generate targeted advertising. However, we do not use these cookies, and do not have any third-party, persistent or flash cookies on our site.

For more information about cookies, and how their use is regulated, visit the Information Commissioner's Office website

http://www.ico.gov.uk/for_organisations/privacy_and_electronic_communications/the_guide/cookies.aspx

More information about Google Analytics cookies can be found at

<https://developers.google.com/analytics/resources/concepts/gaConceptsCookies>

For information about cookies and how to control your browser settings or delete unwanted cookies visit <http://www.aboutcookies.org/>