Cookie Policy

What are Cookies?

Cookies, also known as browser/tracking cookies, are small encrypted text files located in browser directories. Cookies are placed on your computer by websites you visit, they are used to make websites work, or improve functionality, as well as to provide information to the owners of a website. Cookies often contain a unique number, this can be used to recognise your computer when returning to a website previously visited.

How Does Children's Liver Disease Foundation Use Cookies?

We use different types of cookies to help our website work well. The cookies used help us to distinguish each visitor based on your preferences and specific page views, helping us to provide you with a good experience when you browse our website. For example, we can distinguish whether you are an existing viewer or a first-time viewer. Our Cookies let you navigate between pages efficiently, remembering your unique visits, and generally improving the user experience. We don't use any cookies which customise our website based on targeting or advertising cookies.

Your Rights

Our cookies do not store any of your financial information or any information that could identify you e.g. your name and address. You have the right to choose whether you accept cookies. This can be done by amending the cookies preferences in your browser.

Please Note: If you choose to refuse cookies on www.childliverdisease.org the overall functionality of the website will be hugely affected.

Cookie Usage

The cookies used on this website have been categorised based on the categories found in the ICC UK Cookie guide:-

Category 1: Strictly Necessary Cookies

Some cookies we use are categorised as 'strictly necessary' which means they are essential to keeping the site working and to provide the services you need, such as using the shopping basket. Strictly necessary cookies will generally be used to store a unique identifier to manage and identify the user as unique to other users currently viewing the website, to provide a consistent and accurate service to the user.

Examples of Strictly Necessary Cookies:

- Remembering previous actions (e.g. user entered text, or purchases added to "carts") when navigating back to a page in the same session
- To route customers to specific versions/applications of a service, such as might be used during a technical migration
- Multimedia content player session cookies (such as flash player cookies) for the duration of a session
- Load balancing session cookies for the duration of a session

Category 2: Performance Cookies

We use cookies to help us see how people are using our site, through a programme called Google Analytics. This programme collects information such as which pages visitors go to most often, and if they get error messages from any pages. These cookies don't collect information that identifies you personally. All information collected is aggregated and therefore anonymous. The information is only used so that we can look at ways to improve the CLDF website.

Examples of Performance Cookies:

- Web analytics—where the data collected is limited to the website operator's use only, for managing the performance and design of the site. These cookies can be third-party cookies, but the information must be for the exclusive use of the publisher of the website visited.
- Ad response rates—where the data is used exclusively for calculating response rates (click-through rates) to improve the effectiveness of advertising purchased on a site external to the destination website. For Example: Our donation pages that are placed in external advertising (Press and Social Media).
- Affiliate tracking—where the cookie is used to let affiliates know that a visitor to a site visited a partner site some time later and if that visit resulted in the use or purchase of a product or service, including details of the product and service purchased. Affiliate tracking cookies allow the affiliate to improve the effectiveness of their site. For example: Our Big Yellow Friday page (a national annual fundraising event).
- Error management—Measuring errors presented on a website, typically this will be to support service improvement or complaint management and will generally be closely linked with web analytics.

Category 3: Functionality Cookies

These cookies allow us to remember choices you make (such as your preferred route through the site, page & section preferences and any blogs or research materials opened) providing more enhanced personal features. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.

Examples of Functionality Cookies:

- Remembering settings a user has applied to a website
- Remembering a choice, such as not to be asked again to fill in a questionnaire
- Detecting if a service has already been offered
- Fulfilling a request by the user such as submitting a comment

Cookies used on Children's Liver Disease Foundation website

Cookie Name	Expiry	Description
wc_cart_hash_#	Session	Created by WooCommerce. This cookie is used to store data about the cart contents.
wc_fragments_#	Session	Created by WooCommerce. This cookie stores user login information when they access the account area.
_ga	2 years	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
_gat	Session	Used by Google Analytics to throttle request rate.
_gid	Session	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
collect	Session	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.
DYNSRV	Session	This cookie is added by our load balancer to track which web server to send the visitor to. Its purpose is to improve the performance of the website.
catAccCookies	1 Month	This cookie is created when the user accepts the cookie policy shown at the bottom of the Children's Liver Disease Foundation website.

Google Analytics

Google Analytics is a web analytics service provided by Google Inc. This enables us to measure how people use our website using Cookies. This information is vital for us to improving our overall website experience and to measure the success of our online advertising/fundraising. We can also use this information to provide relevant online materials to people who have interacted with specific sections of the website.

If you have opted in to Google's Data Privacy Policy, an IP address with other details will be associated to you, to identify you across multiple devices. You can stop transmission of information generated by Cookies and the IP address by downloading and installing Google Analytics opt-Out Browser. Details can be found here:-

https://tools.google.com/dlpage/gaoptout

Google Privacy Policy

Facebook

Facebook is a social media platform we use to communicate with our supporters through paid and un-paid advertising. We use cookies to measure the effectiveness of paid advertising on Facebook to ensure our marketing is cost effective.

Facebook Data Policy

How You Can Manage Cookies

You can manage how you use Cookies using the settings in your web browser. Below is a list of common browsers and links to help manage your Cookie settings.

PC or Mac browsers

- Firefox   https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences?redirectlocale=en-US&redirectslug=Enabling+and+disabling+cookies
- Google Chrome https://support.google.com/chrome/answer/95647
- Internet Explorer   https://support.microsoft.com/en-us/help/196955/how-to-set-and-customize-cookies-settings-in-internet-explorer-5
- Safari OSX https://support.apple.com/?path=Safari/5.0/en/9277.html

Mobile browsers

- Safari iOS https://support.apple.com/en-gb/HT201265
- Android https://support.google.com/?hl=en

What Will Happen If You Disable Some (Or All) The Cookies That CLDF Uses?

It would be impossible to use our online shop without cookies enabled, as the shopping basket function would not work. If you would prefer not to use our website, you can order goods over the phone by calling 0121 212 3839.

External References

For more information on Cookies and how to control their use, is available at All About Cookies