

# The Platelet Charity Cookies and Privacy Policies

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## Use of the Site

This website is provided by The Platelet Charity. Please read these conditions, legal notices and disclaimers carefully before using the site. Your use of the site constitutes your agreement to abide by these conditions, legal notices and disclaimers.

While the information provided on the site is to the best of our knowledge accurate and up to date we do not accept responsibility for the accuracy of the information.

The Platelet Charity is not liable for any loss or damage to data or computer systems which result from use of this site.

## Privacy Policy

The Platelet Charity is committed to protecting your privacy. We will only use the information that we collect about you lawfully in accordance with the Data Protection Act 1998 to support the proper banking of donations. We do not sell or rent your information to anyone.

### **Your privacy is critically important to us.**

At The Platelet Charity we have a few fundamental principles:

We don't ask you for personal information unless we truly need it.

We don't share your personal information with anyone except to comply with the law or protect our rights.

We don't store personal information on our servers unless you have signed up to one of our newsletters or blogs and it is required for the on-going operation of one of our services.

## Cookies

A cookie is a small amount of data that is sent from a web server to your browser.

It is normally used to assign a unique identification to your computer and securely store information such as user IDs, passwords, preferences, and online profiles. It is stored on the hard drive of your computer. You can choose not to have cookies delivered by websites by changing your browser settings (see below).

Cookies are used on The Platelet Charity website to identify your computer to our servers and in site Navigation by the WordPress Content Management System.

A cookie will record the areas visited by your computer.

We use Google Analytics to measure what people do on our site. Google Analytics collects anonymous information about what people do on our website, where they've come from, and whether they've completed any tasks on the site, for example, signing up to volunteer or donating. Google Analytics tracks this information using cookies and JavaScript code. This is the most common analytics tool on the internet, and we use it to look at things like which pages are most popular and which browsers people use. It helps us spend our money more efficiently when we plan development of the website, and helps us make it more user friendly.

### **Turning cookies off**

All modern browsers let you turn off either all or third-party cookies, but this varies depending on which browser you're using. The option to do this is usually found in your browser's Options, Settings, or Preferences menu.

### **The cookie information we collect from you**

We collect non-personally Identifying Information from you as a website visitor on how you use our website in order to improve and develop our website.

The information we collect includes details of your domain name and internet protocol (IP) address, operating system, browser version, cookie details, how long you stayed on a page, the route you took to navigate through the pages and the website that you visited prior to accessing our site.

### **Gathering of Personally-Identifying Information e.g. Newsletter sign-up**

Certain visitors to The Platelet Charity's website choose to interact with The Platelet Charity in ways that require The Platelet Charity to gather personally-identifying information. The amount and type of information that The Platelet Charity gathers depends on the nature of the interaction.

For example, we ask visitors who sign up for a newsletter or blog or comments to provide a username and email address.

Those who engage with The Platelet Charity, e.g. by making a donation are asked to provide additional information by third party services such as MyDonate, PayPal, etc. including as necessary the personal and financial information required to process those transactions.

In each case, The Platelet Charity does not collect any such information itself. The information is processed by those charity donation services, separately and independently of The Platelet Charity.

Visitors can always refuse to supply personally-identifying information, with the caveat that it may prevent them from engaging in certain website-related activities.

### **Non-Endorsement Policy and Third Party Links**

This site contains links to other sites, which The Platelet Charity provides for the user's information and convenience only. The Platelet Charity does not control or monitor these other sites, nor does their inclusion mean that The Platelet Charity recommends or endorses these sites, the organisations or companies that run the sites or anything contained within the sites.

We reserve the right to withdraw any of these links at any time.

If you wish to link to the Platelet Charity site, you must link to the homepage, and we request you inform us that you are doing so by contacting the Communications Department. You may not link to any other area of the site without prior written permission from The Platelet Charity.

### **Use of The Platelet Charity Logo including fundraising for The Platelet Charity**

The Platelet Charity logo may not be used without prior consent.

At our discretion, and at any time, we reserve the right to withdraw any permissions given to link to this site, and we are under no obligation to maintain current pages linked to a site.