

## What are Cookies?

The INHOPE website uses statistical and marketing cookies which collect and report information anonymously to help provide an understanding of how visitors interact with the website.

Cookies are small files of letters and numbers that contain information about browsing activity. Whenever you visit a website, the website sends a cookie to the device you're using. Your device automatically stores this cookie in a file that's located within your web browser. They can be used for a range of different purposes, such as customising a website for a particular user, helping a user navigate a website, improving that user's website experience, and storing that user's preferences and login information.

## Why do you need my permission?

According to the ePrivacy Directive, your permission is needed for both the placing of cookies and the processing of your personal data. Consent is required for cookies that are not 'strictly necessary' or required for the essential functioning of the site. By clicking on 'Accept' or 'Reject', you either agree or disagree that we, and the third parties mentioned in our Privacy and Cookie Statement, place cookies and process your personal data for the purpose of analytics, and advertisements.

## What kind of cookies are in use?

The INHOPE website uses statistical, or 'analytical cookies'; they allow the recognition and counting of the number of visitors, and to see how visitors move around the site when they're using it.

For this purpose, INHOPE uses Google Analytics to help understand how visitors engage with the INHOPE website. Google Analytics uses sets of cookies to collect information and report site usage statistics without personally identifying individual visitors to Google. To ensure Google Analytics is completely GDPR secure for users of our site, we apply IP Address anonymization.

The INHOPE website also uses third party marketing cookies from Google, which are used to provide visitors with relevant ads and marketing campaigns across the web. These cookies to help show more relevant ads on Google properties (like Google Search), across the web, and help measure interactions.

## First Party Cookies

Statistical /Analytical Cookies						
Cookie Name	Source	Provider	Type	Purpose	Expiry	Blocked until Accepted by User
_ga	Google-analytics.com	INHOPE	HTTP	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.  The user is identified by a unique identifier – 'Client ID': a random number including a time stamp	2 years	Blocked until accepted by user.
_gat	Google-analytics.com	INHOPE	HTTP	Used to throttle request rate to increase the efficiency of network calls	1 day	Blocked until accepted by user
_gid	Google-analytics.com	INHOPE	Pixels	Registers a unique ID that is used to generate statistical data in order to group user behavior for each user.	1 day	Blocked until accepted by user

## Third party Cookies

Marketing/Advertising Cookies						
Cookie Name	Source	Provider	Type	Purpose	Expiry	Blocked until Accepted by User
ads/ga-audiences	Google.com	Google.com	Pixels	Used by Google Ad Words to re-engage visitors that are likely to convert to customers based on the visitor's online behavior across websites.	Session	Blocked until accepted by user

## The reasons you need to use cookies

We use cookies on our website to track the relevance of content for our audience. With this data, we are able to make appropriate changes. As a platform for a global network, we also look at the demographics of our visitors and how this data aligns with the countries our hotlines are based in. We use our data to improve our website and develop campaigns to share relevant information about INHOPE in the future.

## How users can opt out of cookies placed on their devices

If you want to restrict or block the cookies that are set by the INHOPE website, you can do so through your browser settings. Alternatively, you can visit [www.internetcookies.org](http://www.internetcookies.org), which contains comprehensive information on how to do this on a wide variety of browsers and devices. Disabling cookies, or rejecting their application on the INHOPE website, will not cause any form of malfunction on the website.

Find out how to manage cookies on popular browsers:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Microsoft Internet Explorer](#)
- [Opera](#)
- [Apple Safari](#)

To opt out of being tracked by Google Analytics across all websites, visit:

<http://tools.google.com/dlpage/gaoptout>