

Great Ormond Street Hospital Children's Charity Family

We use the following specific cookies:

**Facebook Cookies**

We use Facebook "Like" and recommended buttons on our website and as a result we place the following cookies on your browser when you visit our website:

Cookie type	Cookie	
<b>Session</b>	<ul style="list-style-type: none"> <li>W</li> <li>c_user</li> <li>csm</li> </ul>	<ul style="list-style-type: none"> <li>locale</li> <li>s</li> <li>xs</li> </ul>
<b>Persistent</b>	<ul style="list-style-type: none"> <li>datr</li> <li>lu</li> </ul>	These cookies expire 23 months from the day they are set

**Double click cookies**

Cookie type	Cookie	
<b>Persistent</b>	Double Click Cookies	<p>Great Ormond Street Hospital Children's Charity uses Double Click cookies to serve DART-enabled sponsored adverts on Google's search results pages, and through Google's search partner and content advertising network. The Double Click cookie is set and stored by your browser the first time you view our website or are served a DART-enabled ad. Your browser then sends that cookie ID back to the ad servers each time it requests a DART-trafficked ad. When a DART ad server receives one of these cookies, it queries the DART user database for information to help it serve an appropriately targeted ad.</p> <p>We also use the Double Click cookies to collect page views, sales and generated revenue linked to the adverts you have seen or clicked on.</p> <p>The Double Click cookie expires two years after it is set.</p> <p>The information provided by Double Click cookies help us to better target our advertising, to assess the success of our advertising campaigns, and to make the most of our advertising budgets.</p>

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### **ASP.NET Cookie**

<b>Cookie type</b>	<b>Cookie</b>	<b>Cookie</b>
<b>Session</b>	ASP.NET	This cookie is set by IIS, rather than by our CMS provider. However, this is then made available to .net applications such as our CMS in order to track during a visit. This cookie does not store personal information. These cookies are used on the website justgiving.gosh.org.

### **AllowEasysiteCookies Cookie**

<b>Cookie type</b>	<b>Cookie</b>	<b>Cookie</b>
<b>Persistent</b>	AllowEasy-siteCookies	The banner that displays a link to our cookie policy has a button which says 'Don't show me again'. If you click this button our content management system will place the AllowEasysiteCookies cookie in order to prevent the banner from being shown to you again. This cookie will expire 12 months from the day it is set.

### **Google analytics**

Great Ormond Street Hospital Children's Charity uses Google Analytics to analyse the use of our website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on your computer.

Google store and use this information in line with their own privacy policy which is available at: <http://www.google.com/privacypolicy.html>.

When you arrive on our website Google Analytics will place the following four cookies on your computer:

<b>Cookie type</b>	<b>Cookie</b>	<b>Cookie</b>
<b>Session</b>	<b>_utmb &amp; _utmc cookies</b>	<b>Purpose: Determining visitor session</b> The _utmb and _utmc cookies work together to calculate the time you spend on our site. The _utmb cookie takes a timestamp of the exact time you enter our site, and the utmc cookie takes a timestamp of the exact time you leave. The information they provide helps us to understand whether pages are useful and engaging which can help us make underperforming pages work better to encourage more people to donate to the charity.
<b>Persistent</b>	<b>_utma cookie</b>	The _utma cookie helps us to identify whether you are new or returning visitor, or how long it has been since you visited our

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		<p>site. This helps us to identify what content is most useful for each type of visitor, and to assess whether our website is successful at providing useful content that means people want to come back.</p>
	<p><b>_utmz Cookie</b></p>	<p><b>Purpose: Tracking traffic sources and navigation</b></p> <p>When you reach our site via a search engine result, a direct link, or an ad that links to your page, Google Analytics stores the type of referral information in the _utmz cookie providing us with:</p> <ul style="list-style-type: none"> <li>- the search term you typed into your search engine;</li> <li>- which site you were on before you arrived (if you clicked through from another webpage);</li> <li>- if the link was in an email, which email you received;</li> <li>- if you clicked on an advert; or</li> <li>- whether you typed our web address directly into your browser.</li> </ul> <p>The expiration date for the cookie is set as 6 months into the future. This cookie gets updated with each subsequent page you visit and is therefore the cookie used to determine which pages you have visited on our site.</p> <p>We use this information in several ways:</p> <ul style="list-style-type: none"> <li>- to understand if our advertising campaigns are working,</li> <li>- to track if a donation has been made or if one of our event registration forms has been completed, or</li> <li>- to understand what our most popular content is.</li> </ul> <p>This helps us to spend our advertising budgets more effectively, or to change the content of our email newsletter to make it more relevant to our subscribers.</p>

These cookies allow us to distinguish you from other users of the website, helping us to provide you with a good experience when you browse our website and allowing us to improve our site. Cookies will tell us whether you have visited our site before or whether you are a new visitor.