

# Operation Smile UK

## Cookies Policy

In this policy statement whenever we use the words 'we', 'us' or 'our' this refers to Operation Smile UK (OSUK). OSUK is an international medical volunteer-based charity registered with the Charities Commission in England and Wales registration number 1091316 and is also a charitable company limited by guarantee, registered with Companies House, registration number 04317039.

This policy covers information collected through our website, microsites, and social media. This information may be similar to that collected as listed on our privacy policy and would be processed to meet our objectives.

### ***What are cookies?***

A cookie is a small text file containing a string of characters that is sent from a web server to your computer, smart phone, tablet and other electronic devices when you visit a website, the cookie helps us recognise you when you come back to our site or digital properties. A cookie cannot read data off of your computer hard disk, nor can it read cookie files created by other websites.

### ***Category of Cookies Operation Smile United Kingdom uses?***

*Strictly Necessary* - These cookies are essential for you to browse the website and use its features, such as accessing secure areas of the site for example the donation form to make a financial transaction.

These only last until you close your browser.

*Functionality* - Also known as "functionality cookies," these cookies allow a website to remember choices you have made in the past, like what language you prefer etc.

This cookie cannot track your online activity to other websites.

*Performance or Analytical* - Also known as "performance cookies," these cookies collect information about how you use a website, like which pages you visited, and which links you clicked on. None of this information can be used to identify you. It is all aggregated and, therefore, anonymised. Their sole purpose is to improve website functions. This includes cookies from third-party analytics services as long as the cookies are for the exclusive use of the owner of the website visited.

*Targeting or Advertising* - These cookies track your online activity to help us deliver more relevant advertising or to limit how many times you see an ad. They are linked to services provided by third parties, such as Facebook and other social media sites. The third party provides these services in return for recognising that you have visited our website.

### ***How does Operation Smile United Kingdom use cookies and similar technologies?***

Cookies cannot contain viruses nor install spyware or malware on your computer and are generally used to provide information to the website and server that is useful to improve your experience.

Cookies help make your visit more useful by allowing the website to remember information about your previous visit, like your preferred language, login information, communication preferences, and other settings.

OSUK and its digital partners may use pixel tags, web beacons, or small (usually invisible) blocks of code, attached to a web page, email, or other digital properties that allow us, among others, to aggregate statistics to measure and evaluate the success of digital properties and/or campaigns. The collected data is NOT personally identifiable and therefore cannot be tied back to an individual user..

Generally, we use cookies and analysis software for the purpose of enhancing your user experience and for guiding marketing decisions. For example, measuring how many people are using each page of the website and for how long so that we can try to improve the quality of our website.

This information is not used to develop a personal profile of you.

By using our Website, you agree that we can place these types of cookies on your device.

### ***Controlling the use of cookies and Opting Out of Cookies***

Users have the opportunity to set their devices to accept all cookies, to notify them when a cookie is issued, or not to receive cookies at any time. To prevent the download of cookies, or otherwise control how cookies are used on your computer, please read the help information supplied with your Internet browser software, go to [www.allaboutcookies.org](http://www.allaboutcookies.org). Be aware, however, some websites may not function properly if you refuse to accept cookies.

### ***Cookies via Third Parties***

Cookies may also be used by OSUK and associated third-party advertisers to deliver advertising and marketing across sites and digital properties. For more information visit <http://optout.networkadvertising.org/?c=1#!/>.

### **CHANGES AND REVIEW TO THIS POLICY**

This policy will be reviewed periodically and may be changed/updated to reflect the review. Please ensure that you stay up to date by visiting our website and checking.

Last (fully) Reviewed: August 2017

Review Date: October 2020.