



The Prince & Princess  
of Wales Hospice

## Website Visitors

This relates to anyone who accesses the hospice's website [www.ppwh.org.uk](http://www.ppwh.org.uk).

## Cookies

Cookies are small text files that are placed onto your device by websites that you visit. They are widely used to make websites work, or work better, as well as to provide information to the owners of the site. A cookie often contains a unique number, which can be used to recognise your computer when a user of your computer returns to a website that it visited previously. This information is used to track visitor use of the website and to compile statistical reports on website activity.

We use cookies to enhance the experience of visitors to our website, to identify how the website is being used, to monitor performance of the website and assess where we can make improvements.

Our cookies do not capture or store your financial information or any personal information which is capable of directly identifying you (such as your name or postal address). Our website uses a cookie for Google Analytics which merely logs the user's IP address which is automatically recognised by the web server. This is used to record the number of visitors to our site and volumes of usage.

You have the right to choose whether to accept these cookies. If you do not wish to accept cookies on to your machine you can disable them by adjusting the settings on your browser. However, in a few cases some of our website features may not function as a result.

For further information visit [www.allaboutcookies.org/](http://www.allaboutcookies.org/) (link is external)

## Tracking

We use multiple first and third party technologies such as pixel tags and web beacons to track and improve the user experience on our sites, quality of service and to monitor the effectiveness of campaigns and digital marketing activity.

We may use them to:

- see what website content is popular and how people are using the site as they allow us to track users movement through our websites. This type of information is amalgamated so that we can build up a picture of how the site is performing.
- make sure we offer you a consistent service. For example, if we are testing new website content or we want to run a survey, we use tracking to remember what content you have seen or if you have already been asked to join the survey.

In addition, when we email you, we may place a tag (also known as 'tracking pixel') on the email we send out. These let us monitor performance of our emails marketing activity.