

## Cookie Policy

The Bus Shelter Ipswich C.I.C.

Last Updated: 29/10/2024

At The Bus Shelter Ipswich C.I.C. ("we," "us," or "our"), we use cookies and similar tracking technologies to enhance your experience on our website, analyse site usage, and support our mission. This Cookie Policy explains what cookies are, how we use them, and how you can manage your cookie preferences.

### 1. What Are Cookies?

Cookies are small text files stored on your device (computer, smartphone, or tablet) when you visit a website. They help websites remember information about your visit, such as your preferences and settings, and improve functionality and user experience.

### 2. Types of Cookies We Use

We use the following types of cookies on our website:

- **Essential Cookies:**

These cookies are necessary for the website to function properly. They enable core functionalities such as security, accessibility, and basic navigation. Without these cookies, parts of our website may not work as intended.

- **Performance Cookies:**

These cookies collect information about how visitors use our website, such as the pages visited and any error messages encountered. This data helps us improve our website's performance and user experience. Performance cookies do not collect personally identifiable information.

- **Functionality Cookies:**

Functionality cookies remember your preferences and settings to provide a more personalised experience on our website. For example, they may remember your language preferences or previous actions taken on the site.

- **Analytics and Tracking Cookies:**

We use analytics cookies to understand how visitors interact with our website. These cookies help us analyse website traffic, user behaviour, and website performance, allowing us to make improvements. We may use third-party services, such as Google Analytics, to collect this data, which is anonymized and does not personally identify users.

### 3. Third-Party Cookies

In some cases, we use third-party cookies for analytics and functionality purposes. These third-party services may place cookies on your device to gather anonymous data about your interaction with our website. We do not control these third-party cookies, and we recommend reviewing the respective privacy policies of these third-party services for more information on how they use cookies.

### 4. Why We Use Cookies

We use cookies to:

- Ensure our website functions correctly and securely.
- Improve your user experience by remembering your preferences and settings.
- Analyse website traffic and usage patterns to improve site performance and effectiveness.
- Support our outreach, volunteer efforts, and fundraising initiatives by understanding user behaviour and engagement.

## 5. Managing Your Cookie Preferences

You have several options to manage and control cookies on our website:

- **Browser Settings:**

Most web browsers allow you to control cookies through their settings, including blocking or deleting cookies. Refer to your browser's help documentation for instructions on adjusting cookie settings.

- **Cookie Consent Banner:**

Upon visiting our website, you may see a cookie consent banner that allows you to accept or reject certain categories of cookies. Essential cookies, however, cannot be disabled, as they are necessary for the proper functioning of the site.

- **Opting Out of Third-Party Cookies:**

To opt out of third-party analytics cookies, such as those provided by Google Analytics, you can install the Google Analytics Opt-Out Browser Add-on or manage your preferences through the Google Ad Settings page.

## 6. How Long Are Cookies Stored?

Cookies may be stored on your device for different lengths of time:

- **Session Cookies** are temporary and are deleted once you close your browser. They are used to maintain your session on the website.
- **Persistent Cookies** remain on your device after you close your browser and are used to remember your preferences and settings when you return to the site. The duration of these cookies varies based on their specific purpose, but they are typically set to expire within 1 to 2 years.

## 7. Changes to This Cookie Policy

We may update this Cookie Policy periodically to reflect changes in our use of cookies or for other operational, legal, or regulatory reasons. Any updates will be posted on this page with the revised "Last Updated" date. We encourage you to review this Cookie Policy regularly.

## 8. Contact Us

If you have questions or concerns about our use of cookies or this Cookie Policy, please contact us at:

The Bus Shelter Ipswich C.I.C.

Email: [thebusshelteripswich@gmail.com]