

# Cookies Policy

This Cookies Policy sets out the basis on which we, Mission in Action Ltd, use cookies and similar technologies on or in relation to our website, <https://willgardner.co/> (our **website**). This Cookies Policy is effective from 1<sup>st</sup> October 2018.

'Essential' cookies are automatically placed on your computer or device when you access our website or take certain actions on our website. 'Non-essential' cookies and other technologies are only placed on your computer or device if you have consented to us doing so. For information on the difference between essential and non-essential cookies, see the section below entitled [About cookies](#).

For information on how you consent and how you can withdraw your consent to us placing non-essential cookies and other technologies on your computer or device, see the section below entitled [How to accept or reject cookies](#).

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## About cookies

### What are cookies?

Cookies are small data files sent by a website's server to a web browser, processor memory or hard drive and stored there. 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.

### Essential and non-essential cookies

Cookies can be classified as either 'essential' or 'non-essential'.

Essential cookies: these are cookies that are either:

- used solely to carry out or facilitate the transmission of communications over a network; or
- strictly necessary to provide an online service (e.g. our website or a service on our website) which you have requested.

Non-essential cookies: these are any cookies that do not fall within the definition of essential cookies, such as cookies used to analyse your behaviour on a website ('analytical' cookies) or cookies used to display advertisements to you ('advertising' cookies).

## Session and persistent cookies

Cookies can be classified as either 'session' or 'persistent', depending on how long they last after they are placed on your browser.

Session cookies: session cookies last for as long as you keep your browser open. They expire when you close your browser.

Persistent cookies: persistent cookies expire at a fixed point in time or if you manually delete them from your browser, whichever occurs first.

## First and third party cookies

Cookies can be classified as 'first party' or 'third party'.

First party cookies: these are cookies placed on your device by our website domain.

Third party cookies: these are cookies placed on your device by third party website domains.

If you require further information about cookies in general, please visit [www.allaboutcookies.org](http://www.allaboutcookies.org)

## List of cookies used

We use the following cookies on or in relation to our website:

Name of Cookie	Essential or Non-essential?	Type of cookie	First or Third party?	Session or Persistent?	Expiry Time	Purpose
_cfduid	Non-essential	Functional (security)	Third party	Persistent	1 year	Cloudflare cookie used to identify trusted web traffic.
CONSENT	Non-essential	Functional (consent related)	Third party	Persistent	20 years	Google consent setting cookie.
TapAd_DID	Non-essential	Advertising	Third party	Persistent	2 months	Used to determine what type of devices (smartphones, tablets, computers, TVs etc.) is used by a user
TapAd_TS	Non-essential	Advertising	Third party	Persistent	2 months	Used to determine what type of devices (smartphones, tablets, computers, TVs etc.) is used by a user
_gali	Non-essential	Functional	First party	Session	End of browser session	The first party Google Analytics cookie is used by Google Analytics to specify user's country.
_gat	Non-essential	Functional	First party	Session	End of browser session	Used by Google to throttle the request rate.
_ga	Non-essential	Analytical	First party	Persistent	2 years	To distinguish website visitors.

_gid	Non-Essential	Analytical	First party	Session	End of browser session	Generates statistical data on how a visitor uses the website.
_stid	Non-essential	Analytical	Third party	Persistent	1 year	Registers a unique ID that identifies the user's device for return visits.
_unam	Non-essential	Analytical	Third party	Persistent	9 months	Saves the user's navigation on the website including what pages have been viewed and how long the browser has been used to view each page.
uuidc	Non-essential	Analytical/ Advertising	Third party	Persistent	27 days	Collects data on the user's visits to the web site, such as what pages have been loaded. The registered data is used for targeted ads.
uuid	Non-essential	Analytical/ Advertising	Third party	Persistent	27 days	Collects data on the user's visits to the web site, such as what pages have been loaded. The registered data is used for targeted ads.
uuid2	Non-essential	Analytical/ Advertising	Third party	Persistent	3 months	Collects data on the user's visits to the web site, such as what pages have been loaded. The registered data is used for targeted ads.
c_user	Non-essential	Analytical / Advertising	Third Party	Persistent	2 years	We use the Facebook to integrate our website with our page on Facebook.com. In doing so this causes some cookies to be created by Facebook that detect the number of "likes" and whether you are logged into Facebook or not.
xs	Non-essential	Analytical / Advertising	Third Party	Session	End of browser session	We use the Facebook to integrate our website with our page on Facebook.com. In doing so this causes some cookies to be created by Facebook that detect the number of "likes" and whether you are logged into Facebook or not.
spin	Non-essential	Analytical / Advertising	Third Party	Persistent	1 day	Facebook's cookies are used to share articles and to interact with them.
datr	Non-essential	Analytical / Advertising	Third Party	Persistent	2 years	We use the Facebook to integrate our website with our page on Facebook.com. In doing so this causes some cookies to be created by Facebook that detect the number of "likes" and

						whether you are logged into Facebook or not.
dpr	Non-essential	Analytical / Advertising	Third Party	Session	End of browser session	We use the Facebook to integrate our website with our page on Facebook.com. In doing so this causes some cookies to be created by Facebook that detect the number of "likes" and whether you are logged into Facebook or not.
sb	Non-essential	Analytical / Advertising	Third Party	Persistent	2 years	We use the Facebook to integrate our website with our page on Facebook.com. In doing so this causes some cookies to be created by Facebook that detect the number of "likes" and whether you are logged into Facebook or not.
_cc_aud	Non-essential	Analytical/ Advertising	Third party	Persistent	269 days	Collects anonymous statistical data related to the user's website visits, such as the number of visits, average time spent on the website and what pages have been loaded. The purpose is to segment the website's users according to factors such as demographics and geographical location, in order to enable media and marketing agencies to structure and understand their target groups to enable customised online advertising.
_cc_cc	Non-Essential	Analytical/ Advertising	Third party	Session	End of browser session	Collects anonymous statistical data related to the user's website visits, such as the number of visits, average time spent on the website and what pages have been loaded. The purpose is to segment the website's users according to factors such as demographics and geographical location, in order to enable media and marketing agencies to structure and understand their target groups to enable customised online advertising.
_cc_dc	Non-essential	Analytical/ Advertising	Third party	Persistent	269 days	Collects anonymous statistical data related to the user's website visits, such as the number of visits, average time spent on the website and

						what pages have been loaded. The purpose is to segment the website's users according to factors such as demographics and geographical location, in order to enable media and marketing agencies to structure and understand their target groups to enable customised online advertising.
_cc_id	Non-essential	Analytical/ Advertising	Third party	Persistent	269 days	Collects anonymous statistical data related to the user's website visits, such as the number of visits, average time spent on the website and what pages have been loaded. The purpose is to segment the website's users according to factors such as demographics and geographical location, in order to enable media and marketing agencies to structure and understand their target groups to enable customised online advertising.
AFFICHE_W	Non-essential	Advertising	Third party	Persistent	3 months	Used by the advertising platform Weborama to determine the visitor's interests based on pages visits, content clicked and other actions on the website
eud	Non-essential	Advertising	Third party	Persistent	1 year	Registers anonymised user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on websites that use the same ad network.
euds	Non-essential	Advertising	Third party	Session	End of browser session	Registers anonymised user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on websites that use the same ad network.
mako_uid	Non-essential	Advertising	Third party	Persistent	1 year	Collects data on user visits to the website, such as what pages

						have been accessed. The registered data is used to categorise the user's interest and demographic profiles in terms of resales for targeted marketing.
rud	Non-essential	Advertising	Third party	Persistent	1 year	Registers anonymised user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on websites that use the same ad network.
ruds	Non-essential	Advertising	Third party	Session	End of browser session	Registers anonymised user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on websites that use the same ad network.
smd	Non-essential	Advertising	Third party	Persistent	1 year	Registers anonymised user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on websites that use the same ad network.
ud	Non-essential	Advertising	Third party	Persistent	1 year	Collects anonymous data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.
fr	Non-essential	Advertising	Third party	Persistent	3 months	Used by Facebook to deliver a series of advertisement products such as real-time bidding from third party advertisers
NID	Non-essential	Advertising	Third party	Persistent	6 months	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.
IDE	Non-essential	Advertising	Third party	Persistent	1 year	Used by Google DoubleClick to register and report the website

						user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficiency of an ad and to present targeted ads to the user.
1P_JAR	Non-essential	Advertising	Third party	Persistent	1 month	Google cookie used to gather website statistics, and track conversion rates.
ab12	Non-essential	Advertising	Third party	Persistent	1 year	This cookie helps the sharethis plugin function.

## Non-essential cookies

We use the following types of non-essential cookies on our website:

- **Functional cookies**
- **Analytical (or performance) cookies**
- **Targeting (or advertising) cookies**

### Functional cookies

These are cookies that are designed for purposes such as enhancing a website's functionality. These are either not strictly essential for the website or functionality which you have requested to work, or are cookies which serve non-essential purposes in addition to their essential purpose. We use the following functional cookies on our website:

- a third party persistent cookie used to identify trusted web traffic. This cookie is called **\_cfduid** and expires after 1 year.
- two first party session cookies used to help Google Analytics manage the number of users on our website. These Cookies are called **\_gat** and **\_gali**
- a third party persistent cookie used by Google in relation to the user's consent settings. This cookie is called **CONSENT** and expires after 20 years.
- two third party persistent cookies which are used to determine what type of devices (smartphones, tablets, computers, TVs etc.) is used by a user. These cookies are called **TapAd\_DID** and **TapAd\_TS**, which expire after 2 months.

[How to opt in or out from functional cookies](#)

See the section below entitled [How to accept or reject cookies](#)

## Processing information about you contained in or obtained from functional cookies

**Legal basis for processing:** we process information about you contained in or obtained from functional cookies in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation). We will only process such personal information if you have consented to us placing cookies on your computer or device.

**Legitimate interests:** improving your website experience and providing and enhancing the website's functionality.

## **Analytical (or performance) cookies**

Analytical (or performance) cookies track and gather data about what a user does on a website. These cookies are not essential for our website or its functionality to work. We use the following analytical cookies on our website:

- Google Analytics cookies to help us understand how you engage and interact with our website, including how you came to our website, which pages you visited, for how long and what you clicked on and your location (based on your IP address). The Google Analytics cookies used on our website are: **\_ga** which is a persistent cookie and expires after 2 years, and **\_gid** which is a session cookie. We also use the Google Analytics cookie **\_gat** and **\_gali**, which is explained in more detail in the 'functional cookies' section above.
- a third party persistent cookie used to register a unique ID that identifies the user's device for return visits. This cookie is called **\_stid**, and expires after 1 year.
- a third party persistent cookie that saves the user's navigation on the website, including what pages have been viewed and how long the browser has been used to view each page. This cookie is called **\_unam**, and expires after 9 months.
- third party persistent and session cookies that are set by Facebook to integrate our website with our page on Facebook.com. In doing so this causes some cookies to be created by Facebook that detect the number of "likes" and whether you are logged into Facebook or not, and are also used to share articles and to interact with them. These include persistent cookies called **c\_user**, **datr** and **sb** which expires after 2 years, **spin** which expires after 1 day, and the session cookies **dpr**, **wd** and **xs**.
- third party session and persistent cookies which collect anonymous statistical data related to the user's website visits, such as the number of visits, average time spent on the website and what pages have been loaded. The purpose is to segment the website's users according to factors such as demographics and geographical location, in order to enable media and marketing agencies to structure and understand their target groups to enable customised online advertising. These cookies include the following: three persistent cookies, **\_\_cc\_aud**, **\_cc\_dc** and **\_cc\_id** which expire after 269 days, and the session cookie **\_cc\_cc**. These cookies are also advertising cookies.
- We use MediaMath on our website, which uses cookies for advertisers that intend to buy ads on certain supply sources, containing an advertiser ID and timeout information. MediaMath cookies collect data on the user's visits to the website, such as what pages have been loaded. The registered data is used for targeted ads. These include the following persistent cookies: **uiddc** and **uidd** all of which expire after 27 days, and **uidd2** which expires after 3 months.

## More information

Google Analytics cookies are classified as first party cookies as they are set by our website domain, although Google collects and processes information from our use of Google Analytics. To find out more

about how Google handles information collected from Google Analytics, see Google Analytics' privacy policy, which is available here: <https://support.google.com/analytics/answer/6004245>

For information on how Google uses data from cookies it uses, please visit [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/)

For YouTube's (Google's) privacy policy, please visit <https://policies.google.com/privacy?hl=en>

#### How to opt in or out from analytical cookies

See the section below entitled How to accept or reject cookies

To opt out of Google Analytics tracking across all websites in general, you can do so here: <http://tools.google.com/dlpage/gaoptout>

#### Processing information about you contained in or obtained from analytical cookies

**Legal basis for processing:** we process information about you contained in or obtained from analytical cookies in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).  
**Legitimate interests:** analysing how individuals use our website to help us improve our website and business. For further information on how we use the information gathered from our use of analytical cookies, including profiling, please see the section entitled Our use of automated decision making and profiling in our privacy policy, which is available here: <https://willgardner.co/policies>

#### **Targeting (or advertising) cookies**

Targeting (or advertising) cookies record information about your visit to and use of our website, for advertising purposes. We use the targeting cookies for the following purposes on our website:

- third party persistent and session cookies that are set by Facebook to integrate our website with our page on Facebook.com. In doing so this causes some cookies to be created by Facebook that detect the number of "likes" and whether you are logged into Facebook or not, and are also used to share articles and to interact with them. These cookies are also analytical, and are explained in more detail in the 'Analytical (or performance) cookies' section above.
- a third party persistent cookie which is used by Facebook to deliver a series of advertisement products such as real-time bidding from third party advertisers. This cookie is **fr** and expires after 3 months.
- a third party persistent cookie used by Google's AdSense network which registers a unique ID that identifies a returning user's device which is used to target advertisements to the user. This cookie is called **NID** and expires after 6 months.
- a third party Google persistent remarketing cookie to display advertisements to you about our goods and services across the internet, including on other websites you visit. This cookie is called **IDE** and expires after 1 year.
- a third party persistent cookie used to gather website statistics and track conversion rates. This cookie is called **1P\_JAR** and expires after 1 month.
- a third party persistent cookie used to help the sharethis plugin function. This cookie is called **ab12** and expires after 1 year.
- We also use a variety of advertising cookies which are also classified as analytical. These include the following: persistent cookies **\_\_cc\_aud**, **\_cc\_dc** and **\_cc\_id**. We also use the session cookie **\_cc\_cc**. The expiry time on these cookies, as well as further information on their function, can be seen above under the heading Analytical (or performance) cookies.

- a third party persistent cookie used by the advertising platform Weborama to determine the visitor's interests based on pages visits, content clicked and other actions on the website. This cookie is called **AFFICHE\_W** and expires after 3 months.
- a third party persistent cookie and session cookie used to register anonymised user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on websites that use the same ad network. These cookies are called **eud**, **rud**, **smd** and **ud** which expire after 1 year, **euds** and **ruds** which are session cookies.
- a third party persistent cookie which collects data on user visits to the website, such as what pages have been accessed. The registered data is used to categorise the user's interest and demographic profiles in terms of resales for targeted marketing. This cookie is called **mako\_uid** and expires after 1 year.

Google uses cookies to display advertisements to you about our products and services on other websites and locations across the internet based on the fact that you have visited our website. Google may also display other advertisements across the internet to you about third party services using the Google AdSense network, although this is beyond our control. For more information about Google remarketing, click here: <https://support.google.com/adwords/answer/2453998?hl=en>

For further information on Google's advertising cookies, please see their cookies policy here: <https://policies.google.com/technologies/types>

[How to opt in or out from advertising cookies](#)

See the section below entitled [How to accept or reject cookies](#)

[Processing information about you contained in or obtained from analytical cookies](#)

**Legal basis for processing:** consent (Article 6(1)(a) of the General Data Protection Regulation).  
**Consent:** you give your consent to the purposes for which we process your information using advertising cookies by accepting the use of such cookies via our cookie control tool. For further information on how we use the information gathered from our use of advertising cookies, including profiling and automated decision-making please see the section entitled [Our use of automated decision making and profiling](#) in our privacy policy, which is available here: <https://willgardner.co/policies>.

## Facebook Pixel

We use Facebook Pixel on our website. Facebook Pixel is a tracking code which allows us to track and monitor the success of advertisements we use on Facebook and to improve the effectiveness of those advertisements by recording information such as the device you used to access our website and the actions you took on our website using cookies. We may also use Facebook Pixel to create retargeting advertisements and custom audiences for our advertisements on Facebook and on our website.

Facebook aggregates data gathered from our use of Facebook Pixel on our website with data it gathers from other sources, in order to improve and target advertisements displayed on its website or via its services, to improve its systems and to provide measurement services to third parties which use Facebook's advertising services. You can find out more about how Facebook handles information they collect about you and other individuals by accessing their privacy policy, which is available here: <https://www.facebook.com/about/privacy>

**Legal basis for processing:** consent (Article 6(1)(a) of the General Data Protection Regulation).  
**Consent:** you give your consent to the purposes for which we process your information using Facebook Pixel turning on marketing cookies using our cookie control tool. For further information on how we use the information gathered from our use of Facebook Pixel, including profiling please see the section entitled [Our use of automated decision making and profiling](#) in our privacy policy, which is available here: <https://willgardner.co/policies>.

## How to accept or reject cookies

There are a number of different ways in which you can accept or reject some or all cookies and similar technologies. Some of the main methods of doing so are described below.

You are welcome to block the use of some or all of the cookies we use on our website. However, please be aware that doing so may impair our website and its functionality or may even render some or all of it unusable.

You should also be aware that clearing all cookies from your browser will also delete any cookies that are storing your preferences, for example, whether you have accepted cookies on a website or any cookies that are blocking other cookies.

You can find more detailed information about cookies and adjusting your browser settings by visiting [www.allaboutcookies.org](http://www.allaboutcookies.org)

### Accepting or rejecting cookies

#### Browser settings

You can accept or reject some or all cookies (for example, blocking all third party cookies) by adjusting your browser settings. If you do not know how to do this, the links below set out information about how to change your browser settings for some of the most commonly used web browsers:

- Google Chrome: <https://support.google.com/chrome/answer/95647?hl=en-GB>
- Mozilla Firefox: <https://support.mozilla.org/en-US/kb/delete-browsing-search-download-history-firefox?redirectlocale=en-US&redirectslug=Clear+Recent+History>
- Microsoft Internet Explorer: <https://support.microsoft.com/en-us/help/278835/how-to-delete-cookie-files-in-internet-explorer>
- Apple Safari: [https://support.apple.com/kb/PH5042?locale=en\\_US](https://support.apple.com/kb/PH5042?locale=en_US)

Some browsers, such as Chrome and Firefox, allow you to change your settings to browse in 'incognito' mode, limiting the amount of data placed on your machine and automatically deleting any persistent cookies placed on your device when you finish your browsing session. There are also many third-party applications which you can add to your browser to block or manage cookies.

#### Existing cookies

To clear cookies that have previously been placed on your browser, you should select the option to clear your browsing history and ensure that the option to delete or clear cookies is included when you do so.

#### Google Analytics Opt-out Browser Add-on

You can opt out of Google Analytics tracking by installing the browser add-on which is available here: <http://tools.google.com/dlpage/gaoptout>

## Google Adsettings

You can manage and opt out of personalisation of advertisements by Google by visiting Google's ad settings page here <https://adssettings.google.com/> and by:

- unticking the button entitled 'Also use Google Account activity and information to personalize ads on these websites and apps and store that data in your Google Account'; and
- switching the 'Ads Personalisation' setting off (i.e. by ensuring the switch at the top of the page is set to the left/grey and not the right/blue).

Alternatively, you can install a free browser plugin here:

<https://support.google.com/ads/answer/7395996>

## **Facebook Pixel**

You can block Facebook Pixel using our cookie control tool.

## Disconnect for Facebook

You can install a browser add-on tool called 'Disconnect Facebook pixel and FB tracking'. This will stop Facebook tracking you on third party websites. You can install the too here:

- For Chrome: <https://chrome.google.com/webstore/detail/disconnect-facebook-pixel/nknndeagapifodhlebfibgbonbfmInfm?hl=en>
- For Firefox: <https://addons.mozilla.org/en-GB/firefox/addon/facebook-disconnect/>

## European Interactive Digital Advertising Alliance Tool

You can opt out of Facebook and other companies that participate in the Digital Advertising Alliance in Europe from showing you interest based ads by visiting <http://www.youronlinechoices.com>, selecting your country, clicking 'Your Ad Choices', then locating Facebook (and any other companies you want to block) and selecting the 'Off' option

## **Copyright**

The copyright in this Cookies Policy is either owned by, or licensed to, us and is protected by copyright laws around the world and copyright protection software. All intellectual property rights in this document are reserved.