# Cookie Policy

## Controlled document

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|---|---|
| Reference number | WHHC4 |
| Document type | Policy |
| Version | V1 |
| Author's name & job title | Alison Rosen, Chief Executive Officer |
| Reviewed by | Information Governance and Data Protection Officer |
| Review date | February 2025 |
| Approved by | Charity Committee |
| Next review date | February 2028 |
| Target audience | Everyone who interacts with the Charity |
| Additional search terms (Not already in the title) | Privacy Notice |
| Previous document name (if different) | N/A |

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## Contribution List
Key individuals involved in developing this version of the document

| Name | Designation |
|---|---|
| Alison Rosen | Charity CEO |
| Nicola Bateman | Information Governance and Data Protection Officer |

## Change of History

| Version | Date | Author | Reason for change |
|---|---|---|---|
| 1 | Feb 2025 | Alison Rosen | Implement a cookie policy. |

## Abbreviations and Acronyms

| Abbreviations and Acronyms | Description |
|---|---|
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## Contents

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## 1. Introduction

West Herts Hospitals Charity is committed to protecting your privacy and ensuring transparency about how we use cookies on our website. This policy explains what cookies are, the types we use, why we use them, and how you can manage your preferences.

West Herts Hospitals Charity is an independent charity, Charity Number: 1052210 with West Herts Teaching Hospital acting as our Corporate Trustee. For any complaints related to our cookie practices, please contact us, and we will escalate them to the Corporate Trustee via the Charity Committee if necessary.

## 2. What are cookies

Cookies are small text files placed on your device by websites you visit. They help websites function efficiently, provide analytics, and personalise user experiences.

## 3. Types of Cookies West Herts Hospitals Charity use

| Strictly necessary cookies | These cookies are essential for our website to operate. They enable core functionalities like navigating pages, making donations, or signing up for newsletters. |
|---|---|
| Performance cookies | These cookies collect anonymous information about how visitors use our website, such as which pages are most frequently visited. This data helps us improve user experience. |
| Functional cookies | These cookies remember your preferences, such as login details or newsletter sign-up preferences, to enhance functionality. |
| Targeting/advertising cookies | We may use cookies from third-party providers, such as social media platforms (e.g., Facebook, Instagram) or payment processors (e.g., Stripe), to provide targeted advertising and ensure secure transactions. |

## 4. Use of tracking and advertising cookies

Our website uses tracking tools such as Google Analytics to analyse visitor behaviour and improve our services. Additionally, advertising cookies may be used to provide personalized content and promotional materials. Specific details about these cookies and their management options are currently being reviewed by Creative Clinic.

## 5. Cookie consent mechanism

We are working with Creative Clinic to finalise the method for users to accept or manage their cookie preferences on our website. Currently, a pop-up banner allows users to make initial cookie choices, and further updates will be provided as new features are implemented.

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## 6. Third-Party services and cookies

We use third-party services on our website, including:

- **Stripe:** To securely process donations and direct debit payments.
- **Social media:** To integrate with platforms like Facebook, Instagram, and Twitter for sharing and promotional purposes.

These third parties may use their cookies, which are subject to their privacy policies.

## 7. Your cookie preference

When you first visit our website, a pop-up banner will appear, allowing you to accept or manage cookies. You can adjust your preferences at any time by clicking on the ["Cookie Preferences"] link in the footer of our website.

## 8. Managing cookies

You can also manage or block cookies through your browser settings. However, please note that disabling certain cookies may affect the functionality of our website, including donation and newsletter features.

## 9. Monitoring & Compliance

| | | | |
|---|---|---|---|
| 1 | Following local and national policies and guidelines, what key elements require monitoring? | List elements to be monitored | Compliance with legal requirements |
| 2 | Who will lead/be accountable for monitoring? | Lead title | Charity Chief Executive Officer |
| 3 | Describe how the key elements will be monitored? | List tools to evidence compliance | Reviewed regularly to remain up to date |
| 4 | How frequently will each element be monitored? | List frequency of monitoring for each element | Annually |
| 5 | Explain the protocols for escalation in the event of problems? | List the processes of escalation | Charity CEO WHTH Chief Strategy and Collaboration Officer |
| 6 | Which Committee/ Panel/ Group will reports go to? | List the Committee/Panel/ Group/Peer Review that the reports will go to | Charity Committee |
| 7 | Explain how the policy/guideline will be disseminated within the Charity? | List ways identifying how this document will be shared and how it will be recorded that appropriate staff have been made aware of the document and where to find it | Notification of a new/revised policy shall be available to all via the Charity website. Available in On Board and G-Drive |

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## 10. Contact us

If you have any questions or concerns about this policy, please contact us

West Herts Hospitals Charity
Sycamore House, Watford General Hospital
WD18 0HB
01923 436182
[West Herts Hospitals Charity](#)

## 11. Related Policies and Guidelines

Privacy Policy

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