

# **South West Heritage Trust**

## **Website Cookies Policy**

**22 January 2025**



## South West Heritage Trust

### Website Cookies Policy V1.4

This policy provides details about how cookies may be collected and used when people access the websites operated by the South West Heritage Trust.

The Trust runs its main website [www.swheritage.org.uk](http://www.swheritage.org.uk) on Wordpress.

We also host a small amount of content (mainly PDF downloads) on a WIX platform.

1. Cookies are small pieces of data, stored in text files, that are stored on your computer or other device when websites are loaded in a browser. They are widely used to 'remember' you and your preferences, either for a single visit (through a 'session cookie') or for multiple repeat visits (using a 'persistent cookie'). They ensure a consistent and efficient experience for visitors, and perform essential functions such as allowing users to register and remain logged in. Cookies may be set by the site that you are visiting (known as 'first party cookies'), or by other websites who serve up content on that site ('third party cookies').

#### 2.1 Cookies and WordPress.com

Sites hosted on WordPress.com make use of cookies for a variety of different purposes. These include those that are 'strictly necessary' for technical reasons; those that enable a personalized experience for visitors and registered users; and those that allow the display of advertising from selected third party networks. Some of these cookies may be set when a page is loaded, or when a visitor takes a particular action, such as clicking the 'like' or 'follow' button on a post. Many of these cookies are only set if a visitor is a registered WordPress.com user, whilst others are set for all visitors upon certain actions.

WordPress applies the following cookies policy. You can see which cookies are used here: <https://wordpress.org/about/privacy/cookies/>

The Wordpress Privacy Policy is here: <https://wordpress.org/about/privacy/>

The Cookies being used are:

- 13 Necessary cookies are required to enable the basic features of this site, such as providing secure log-in or adjusting your consent preferences. These cookies do not store any personally identifiable data.
- 7 Functional cookies help perform certain functionalities like sharing the content of the website on social media platforms, collecting feedback, and other third-party features.
- 8 Analytical cookies are used to understand how visitors interact with the website. These cookies help provide information on metrics such as the number of visitors, bounce rate, traffic source, etc.

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- 1 Performance cookies are used to understand and analyse the key performance indexes of the website which helps in delivering a better user experience for the visitors.
- 11 Advertisement cookies are used to provide visitors with customised advertisements based on the pages you visited previously and to analyse the effectiveness of the ad campaigns.
- 16 Uncategorized cookies including Wordpress cookies and accessibility options.

### 2.2 Cookies and Google Analytics

We use Google Analytics in order to monitor usage on our website to help us improve our content and user experience. If you'd rather your activity on our website is not monitored by Google Analytics you can [find instructions on how to opt-out by clicking here.](#)

### 2.3 The cookies used by the WIX platform can be found here:

<https://support.wix.com/en/article/cookies-and-your-wix-site>

Version	Date	Author	Changes
1.0	09 February 2018	A. Sherman	Created from website
1.1	25 July 2018	B. Jerrett	Updated on launch of new website
1.2	20 Aug 2018	B. Jerrett	Simpli Fi cookie added
1.3	18 Jan 2024	B. Jerrett	Updated links to WordPress and Wix cookie information. Added link to Wordpress Privacy Policy. Removed Simpli Fi cookie
1.4	22 Jan 2025	B. Jerrett	Updated Cookies list via CookieYes