## Privacy policy for web

When contacting us you may be asked for personal information such as name, address and postcode. It is only when you supply this type of information that you can be personally identified.

By providing your details you confirm that you are happy for us to contact you via email, telephone and/or text message. We will not use your details to create a mailing list and will not pass them onto third parties.

Information collected is not shared with other organisations for commercial purposes.

Analytical cookies allow us to recognise and to count the number of visitors to our website, to see how visitors move around the website when they are using it and to record which content viewers view and are interested in. This helps us to determine how frequently particular pages are visited and to determine the most popular areas of our website and/ or services, and to improve the service which we offer to you by helping us make sure our users are finding the information they are looking for.

## Google Analytics

We use Google Analytics to collect information about visitor behaviour on our website. Google Analytics stores information about how visitors arrive on the website, how many pages they visit, how long they stay on the website and what they click on. This data is collected via a JavaScript tag in the pages of our website and is not tied to personally identifiable information, such as names and addresses, so this information cannot be used to identify who you are. We have turned on Google Analytics Demographics and Interest Reporting to help us obtain an idea of the demographics and interests of our website visitors.