

Mental Health First Aid England CIC

Cookie policy

What is a cookie?

A "cookie" is a piece of information that is stored on your computer's hard drive which records how you move around a website so that, when you revisit that website, it can present tailored options based on the information stored about your last visit. Cookies can also be used to analyse traffic and for advertising and marketing purposes.

Cookies are used by nearly all websites and do not harm your system.

If you want to check or change what types of cookies you accept, this can usually be altered within your browser settings. You can block cookies at any time by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

How do we use cookies?

We use cookies to track your use of our website. This enables us to understand how you use the site and track any patterns with regards how you are using our website. This helps us to develop and improve our website as well as products and/or services in response to what you might need or want.

Cookies are either:

Session cookies

These are only stored on your computer during your web session and are automatically deleted when you close your browser – they usually store an anonymous session ID allowing you to browse a website without having to log in to each page but they do not collect any personal data from your computer.

Persistent cookies

A persistent cookie is stored as a file on your computer and it remains there when you close your web browser. The cookie can be read by the website that created it when you visit that website again. We use persistent cookies for Google Analytics.

Cookies can also be categorised as follows:

Strictly necessary cookies

These cookies are essential to enable you to use the website effectively, such as when buying a product and/or service, and therefore cannot be turned off. Without these cookies, the services available to you on our website cannot be provided. These cookies do not gather information about you that could be used for marketing or remembering where you have been on the internet.

Performance cookies

These cookies enable us to monitor and improve the performance of our website. For example, they allow us to count visits, identify traffic sources and see which parts of the site are most popular.

Functionality cookies

These cookies allow our website to remember choices you make and provide enhanced features. For instance, we may be able to provide you with news or updates relevant to the services you use. They may also be used to provide services you have requested such as viewing a video or commenting on a blog. The information these cookies collect is usually anonymised.

Targeting/marketing cookies

These cookies and similar technologies gather information about your browsing habits. They remember that you've visited a website and share this information with other organisations, such as advertisers and platforms on which we advertise. These cookies help us decide which of our products, services and offers may be relevant for you. The information collected is used to improve the effectiveness of our advertising activity, and to personalise the content and messages that we send to you.

Social media cookies

Social media cookies are used to share content on social media platforms and help link activity between a website and third-party sharing platforms. These cookies allow you to share what you've been doing on the website on social media such as Facebook and Twitter. We do not control social media cookies and they do not allow us to gain access to your social media accounts. Please refer to the relevant social media platform's privacy policies for information about their cookies.

Third-party cookies

Third-party cookies are set by a domain other than the one the user is visiting. This typically occurs when the website incorporates elements from other sites, such as images, social media plugins or advertising. When the browser or other software fetches these elements from the other sites, they can set cookies as well. We don't control the setting of these cookies, so please check the third-party websites for more information about their cookies and how to manage them.

Google Analytics

This website uses Google Analytics and Google marketing platform, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses cookies to help the website operators analyse how users use the site to compile usage reports and to help us improve the site. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf.

How do I disable cookies?

If you want to disable cookies you need to change your website browser settings to reject cookies. How you can do this will depend on the browser you use. Further details on how to disable cookies for the most popular browsers are set out below:

For Microsoft Internet Explorer

Choose the menu "Tools" then "Internet Options"

Click on the "Privacy" tab

Under "Settings" select "Advanced" and choose relevant cookie setting

For Microsoft Edge

Choose "Settings"

Under "Privacy & Security" click on cookies options

For Google Chrome

Choose Settings > Advanced

Under "Privacy and security" click "Content Settings/Site settings"

Click "Cookies and site data"

For Safari

Choose "Preferences" > "Privacy"

Click on "Remove all Website Data"

For Mozilla Firefox

Choose the menu “Tools” then “Options”

Click on the icon “Privacy & Security”

Find the menu “Cookies & Site Data” and select the relevant options

For newer versions of Opera

Choose the menu and then click “Settings”

Open the “Privacy & Security” tab

Under Privacy click “Clear browsing data”

Please note if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all parts of our site.

For more information about how to disable cookies in your browser please visit allaboutcookies.org.

List of cookies on our site

Here's a list of the main cookies we use, and what we use them for.

Strictly necessary cookies

Provider	Cookie Name	Purpose	Expiry
juicer.io	_cfduid	Used by the content network, Cloudflare, to identify trusted web traffic	1 year
mhfaengland.org	ARRAffinity	Used to distribute traffic to the website on several servers in order to optimise response times	Session
mhfaengland.org	ASP.NET_SessionId	Preserves the visitor's session state across page requests	Session

Performance/functionality cookies

Provider	Cookie Name	Purpose	Expiry
mhfaengland.org	_\$Maps_centerLatitude_expiration	Used in context with the website's map integration	Persistent
mhfaengland.org	_\$Maps_centerLongitude_expiration	Used in context with the website's map integration	Persistent
mhfaengland.org	_\$Maps_zoom_expiration	Used in context with the website's map integration	Persistent
mhfaengland.org	centerLatitude	Used in context with the website's map integration	Persistent
mhfaengland.org	centerLongitude	Used in context with the website's map integration	Persistent
mhfaengland.org	zoom	Used in context with the website's map integration	Persistent
lssuu.com	_qca	Collects data on the user's visits to the website, such as number of visits, average time spent on the website and what pages have been loaded with the	1 year

		purpose of gathering reports for optimising the website content	
mhfaengland.org	_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the web site.	2 years
mhfaengland.org	_gat	Used by Google Analytics to throttle request rate	1 day
mhfaengland.org	_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website	1 day
e.issuu.com	sessionStartTime	Used to determine when the visitor last visited the different subpages on the website. The cookie also sets a timestamp for	Session

		when the session started	
mhfaengland.org	ContextLanguageCode	User authentication	Session
mhfaengland.org	Dynamics365PortalAnalytics	User authentication	3 months
e.issuu.com	sessionPageNumbers	Unclassified	Session

Targeting/marketing cookies

Provider	Cookie name	Purpose	Expiry
mhfaengland.org	_atuvc	Updates the counter of a websites social sharing features	13 months
mhfaengland.org	_atuvs	Ensures that the updated counter is displayed to the user if a page is shared with the social sharing service, AddThis	1 day
mhfaengland.org	_at.cww	Used by the social sharing platform AddThis	Persistent
bing.com	_EDGE_S	Collects information on visitor behaviour on multiple websites. This information is used on the website, in order to optimise the relevance of advertisement	Session

bing.com	_EDGE_V	These cookies are used by embedded Bing maps on the site. Used to improve performance of marketing content.	1 year
bing.com	_SS	These cookies are used by embedded Bing maps on the site. Used to improve performance of marketing content.	Session
mhfaengland.org	at-lojson-cache-#	Used by the social sharing platform AddThis	Persistent
mhfaengland.org	at-rand	Used by the social sharing platform AddThis	Persistent
youtube.com	GPS	Registers a unique ID on mobile devices to enable tracking based on geographical GPS location	1 day
doublekick.net	IDE	Used 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 efficacy of an ad and to present	1 year



		targeted ads to the user	
issuu.com	iutk	Recognises the user's device and what Issuu documents have been read	10 years
pingback.issuu.com	iutk	Collects information on visitor behaviour on multiple websites. This information is used on the website, in order to optimise the relevance of advertisement	Session
addthis.com	loc	Geolocation, which is used to help providers determine how users who share information with each other are geographically located	13 months
quantserve.com	mc	Collects data on the user's visits to the website, such as what pages have been loaded. The registered data is used for targeted ads	13 months
bing.com	MUID	Used widely by Microsoft as a unique user ID.	1 year



		Enables user tracking by synchronising the ID across many Microsoft domains	
bing.com	MUIDB	Registers data on visitors from multiple visits and on multiple websites. This information is used to measure the efficiency on advertisements on websites	1 year
youtube.com	PREF	Registers a unique ID that is used by Google to keep statistics of how the visitor uses YouTube videos across different websites	8 months
doubleclick.net	r/collect	Used to send data to Google Analytics about the visitor's device and behaviour. It tracks the visitor across devices and marketing channels	Session
bing.com	SRCHD	Used for Bing Ads to advertise online and to allow user tracking	1 year
bing.com	SRCHUID	Used for Bing Ads to advertise online	1 year

		and to allow user tracking	
bing.com	SRCHUSR	Used for Bing Ads to advertise online and to allow user tracking	1 year
doubleclick.net	test_cookie	Used to check if the user's browser supports cookies	1 day
addthis.com	uvc	Detects how often the social sharing service, AddThis, encounters the same user	13 months
youtube.com	VISITOR_INFO1_LIVE	Tries to estimate the user's bandwidth on pages with integrated YouTube videos	179 days
addthis.com	xtc	Registers the user's sharing of content via social media	13 months
youtube.com	YSC	Registers a unique ID the keep statistics of what videos from YouTube the user has seen	Session
youtube.com	yt-remote-cast-installed	Stores the user's video player preferences using embedded YouTube video	Session
youtube.com	yt-remote-connected-devices	Stores the user's video player preferences using	Persistent

		embedded YouTube video	
youtube.com	yt-remote-device-id	Stores the user's video player preferences using embedded YouTube video	Persistent
youtube.com	yt-remote-fast-check- period	Stores the user's video player preferences using embedded YouTube video	Session
youtube.com	yt-remote-session- app	Stores the user's video player preferences using embedded YouTube video	Session
youtube.com	yt-remote-session- name	Stores the user's video player preferences using embedded YouTube video	Session