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# Oxfam Ireland Cookies Notice

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# Oxfam Ireland cookies notice

We use “cookies” to identify you when you visit our website.

## What are cookies?

Cookies are small text files that are transferred from the website to your computer, phone or tablet. Websites store cookies on your internet browser (Chrome, Firefox or Internet Explorer, for example) when you visit. Every time you return to the site and navigate around it picks up these bits of information.

## Can I control cookies?

If you wish to restrict or block the cookies which are set by the Oxfam Ireland website, or indeed any other website, you can do this through your browser settings. The Help function within your browser should tell you how.

Alternatively, you may wish to visit [www.aboutcookies.org](http://www.aboutcookies.org) which contains comprehensive information on how to do this on a wide variety of browsers. You will also find details on how to delete cookies from your computer as well as more general information about cookies. For information on how to do this on the browser of your mobile phone you will need to refer to your handset manual.

## Why do websites use cookies?

There are several types of cookie and they each have different functions and uses. Some cookies can be really helpful and most websites rely on them in order to work properly and to understand what their users do when they visit.

For example, when you donate on Oxfam Ireland a cookie helps the Website ‘remember’ which kind of donation you have chosen as you move through the process. Cookies are also crucial for understanding how people use a website and which articles or sections are popular. This can help make websites more engaging, which can assist with how we develop the website in the future.

Cookies are also used by advertising companies to direct adverts at people who might have shown an interest in the company, product or service before when surfing the web.

## Types of cookies

The four categories, from the least to the most intrusive, are:

### 1. Strictly necessary

These cookies let you move around the website and use areas like the donate form, log in and e-news sign up. They don't gather information about you that could be used for marketing or remember where you've been on the internet.

These cookies only last until you close your browser.

## **2. Performance**

These cookies help us understand how you use our website and if users have had any problems.

They also let us know if you see one of our adverts online or click on our banners.

The information they gather is anonymous. We only use the information to improve the way the website works.

## **3. Functionality**

These cookies remember any choices you've made on a website. This could be changing the text size, preferences or colour.

They can also remember if you've already completed a survey. They can't track you on other websites.

## **4. Targeting**

These cookies collect info for third parties and remember what you looked at on a website.

They're used for things including 'Like' and 'Share' buttons, as well as online advertising.

Do you see ads for things you've looked at online appear on random websites? It's because of targeting cookies.

## **What cookies does Oxfam Ireland use?**

Oxfam Ireland use all four kinds of cookies on our Websites. We only use them when we feel they're useful and can benefit our visitors or help us spend donor money more effectively.

*This is a list of the main cookies set by the Oxfam website, and what each is used for.*

### **Google Analytics Campaign tracker: utmz**

Contains traffic information for the current visit, if different from previous. Expires: Six months.

### **Google Optimize**

We use Google Optimize help us understand how visitors engage with our website, e.g. which page designs work or what routes visitors take to apply for a job. Google Optimize collects no personal data or IP addresses. Expires: Ninety days.

### **Google Adwords**

We use Google Adwords to help us create more targeted adword campaigns, these are the adverts you see in search results. This cookie identifies location, device used, page views, transaction and value. Expires: Two years

**Google other: \_gcl\_aw, gcl\_dc**

We use these cookies to supplement the Google Adword cookies, they help us attribute campaign success. Creates a unique hashed ID based on the page visited when the user comes through adwords. Google other collects no personal data or IP addresses.

**NextRoll**

NextRoll and its advertising partners use cookies and similar technologies on the Oxfam Ireland website and around the web that collect and use personal data (e.g. your IP address) in order to select and deliver measurable personalised advertising from this Oxfam Ireland and other advertisers in NextRoll's network, as well as to analyse and understand your use of websites using NextRoll's services. You will be prompted on Oxfam Ireland's website to accept, reject or reviews these cookies.

**Hotjar**

We use hotjar to help us understand how visitors engage with our website, e.g. which page designs work or what route visitors may take to apply for a job. We also use hotjar to run site surveys, asking you for feedback or improvements. Hotjar collects no personal data and masks IP addresses. Expires: One year

**ClickDimensions**

ClickDimensions is our email marketing software provider. We use cookies to track important actions like opens, clicks, donations and unsubscribes

**Facebook**

We use Facebook analytics to see if our paid Facebook campaigns are effective. It also helps us find out if we're talking to the right people. This is done in accordance with Facebook's policies. You can read more about Facebook's policies here:

<https://www.facebook.com/about/privacy/update>

**Twitter**

We use Twitter analytics to see if our paid Twitter campaigns are effective. It also helps us find out if we're talking to the right people. This is done in accordance with Twitter's policies. You can read more about Twitter's policies here: <https://twitter.com/en/privacy>

**LinkedIn**

We use LinkedIn analytics to see if our paid LinkedIn campaigns are effective. It also helps us find out if we're talking to the right people. This is done in accordance with LinkedIn's policies. You can read more about LinkedIn's policies here:

<https://www.linkedin.com/legal/privacy-policy>

We do endeavour to keep this advice up to date, you can however check the cookies that are used on Oxfam Irelands website using a range of tools such as <https://www.cookiebot.com> and <https://www.cookiebot.com>.