



PURE PLANET

Cookie Policy

Version 2.0

Updated 1 May 2020

What is a cookie?

A cookie is a piece of information, like a tag, which is stored in a small file and is sent to and from web pages. They can be used to identify that you've visited websites before and some may be stored on your device by your web browser. More information about cookies can be found on the UK Information Commissioner Office's website here: [Cookies](#)

How do we use cookies?

We create and access cookies and/or tracking tags to help us improve the experience our website delivers and to understand how you use our website. Here are some of the ways in which we may use cookies and tags:

- *Analytical and performance cookies:* for measuring how many people visit our website, which pages are most popular, how long people spend in each area and what information people are searching for.
- *Functional cookies:* to recognise your computer as you move around our website and make sure any information you enter is remembered the next time you visit us.
- *Advertising:* to measure how effective our advertising campaigns are and to try to ensure that our ads are relevant to you. We also share data with platforms such as Google, Hotjar and Facebook so as not to target you if we know you are already a Member.



Cookies used by Pure Planet to maintain your personal preferences

The following cookies are used by Pure Planet when you visit our site, our blog or our Community.

Name	Description
CookieConsent	Stores the user's cookie consent state for the current domain
_s	Collects data on visitors' behaviour and interaction in order to help optimize the website
_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website, to help us report on and improve our website
_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website, to help us report on and improve our website
_gat	Used by Google Analytics to throttle the request rate and ensure better performance of the website
branch_session	Sometimes we need to re-direct links on our website to other pages, this cookie helps with that
branch_session_first	Sometimes we need to re-direct links on our website to other pages, this cookie helps with that
bb_forum_view	Helps to identify visitor behaviour in order to allow some of the functional elements within the community pages
cron.php	Helps to identify visitor behaviour in order to allow some of the functional elements within the community pages
bb_threadedmode	Indicates user's preference for thread display mode
check	Helps to identify visitor behaviour in order to allow some of the functional elements within the community pages
bb_sessionhash	Helps to identify visitor behaviour in order to allow some of the functional elements within the community pages
bb_lastvisit	Used by the community platform to display "new" activity
bb_lastactivity	Used by the community platform to track user activity



Third party cookies

We also use third party products to help enhance and improve our website, as well as tracking how our users interact with the website, how it performs and to measure the relevance and effectiveness of our advertising campaigns. They may collect anonymous information about your visits to our websites to target advertisements for our services. No personally identifiable information is collected or used in this process. They do not know any personally identifying information about the user. As part of the joining process we may remarket to you with data that has been shared. Once joined as a Pure Planet member we may share a data profile so we can cease reminding you to join.

A list of the third-parties' using cookies on our website and a description of their function is provided below.

Name	Description
Medium	We use a third-party blog provider, Medium, who in turn use cookies to identify users and provide a consistent browsing experience.
Facebook	We use Facebook as an advertising partner and they use cookies to understand your marketing preferences and provide you with advertising products, as well as providing us with insights into the types of people who are interested in our services, and help us to improve our offering and marketing. It lets us know who is interacting with our ads, website and apps of our advertisers, so we can be more thoughtful about where we show our adverts, and to whom.
Google	<p>We use Google Analytics (and others, as such, DoubleClick) to understand our website's users and their preferences, as well as the website's performance. We also use:</p> <ul style="list-style-type: none"> • Google Adwords, which uses cookies to understand users' interests and actions after clicking on a link; and • Google Demographics and Interest Reporting which is based on data from Google Display Advertising. We use aggregate data provided by this service (such as age, gender and interests) to better understand our website audience and adjust our communications appropriately. • Google Display and Video 360 to run display and video ads. <p>If you want to opt-out of Google Analytics for Display Advertising you can do so by changing your preferences here: www.google.com/settings/ads and using the Google Analytics opt-out tool here: https://tools.google.com/dlpage/gaoptout/. You can also opt out of our analytics by turning on 'Do Not Track' in your browser.</p>
Vimeo	We use Vimeo to host our video content and their cookies are used to provide a consistent viewing experience for our users.
YouTube	We use YouTube to provide video ads.
Hotjar	We use Hotjar to see how people interact with our site and app. Hotjar uses cookies and other technologies to collect anonymised data on our users' behaviour and their devices, device screen size, device type (unique device identifiers), browser information, geographic location (country only), preferred language used to display our website.



	Neither Hotjar nor we will ever use this information to identify individual users or to match it with further data on an individual user. For further details, please see Hotjar's privacy policy here . You can opt-out of the creation of a user profile, Hotjar's storing of data about your usage of our site and Hotjar's use of tracking cookies on other websites, by following this opt-out link - https://www.hotjar.com/legal/compliance/opt-out/ .
59a	We use 59a for display advertising to market our products and services online using non-identifiable cookie data.

How can you manage your cookies?

Cookies enable the best experience on our website and some parts of it may not operate without them. Specifically, some of our cookies are used to ensure the traffic is sent securely, to maintain your session details and (ironically) to register your cookie preference.

You can delete cookies at any time in your device or change your browser settings so it blocks them altogether. More details on managing cookies can be found on the Information Commissioner's website here: [Cookies](#)

How to contact us for further information?

If you have any questions regarding the use of your Personal Data via the cookies we use, please contact us by emailing help@purepla.net