LEAP Cookie Policy

Cookies

Cookies are small files placed on your computer or other devices (such as smartphones or tablets) as you browse a website. They remember when your computer or device accesses our website.

LEAP uses cookies to improve how you experience our website. Cookies make it faster and easier to find what you want. For example, they can remember info, giving you the option to auto-fill forms.

Are there any disadvantages? Cookies allow web browsers, like Google, to keep track of all the websites you have visited. Advertisers can get access to this information and target you with products based on your searches. Is this bad? It depends on whether you want to see personalised adverts or not. Other third parties can also access your cookies, like the government.

You can find more information about cookies and how to control them on the websites of the Interactive Advertising Bureau or Information Commissioner's Office.

Your consent

Cookies may be set by us or by third parties. By continuing to browse our site you're agreeing to our use of cookies.

Refusing consent

You can avoid the use of cookies using your browser's cookie settings (how to do this depends on the browser you're using, for example Google Chrome or Microsoft Internet Explorer). If you avoid the use of cookies, you may not be able to use the full functionality of our website, like signing up to events or subscriptions.

Google Analytics

We use Google Analytics (GA) to give you a better experience. We pay attention to how you use our website – noticing the content you prefer to see, and making sure that we give you more of that across all our digital channels, including social media.

We can spot frustrating features, such as broken links or irrelevant information that bores the socks of you.

GA records data such as your geographical location, device, internet browser and operating system. But none of this information personally identifies you to us.

We send a partial record of your IP address to GA with the last few characters or "octet" removed, this prevents us or Google from knowing your exact location.

GA makes use of cookies, details of which can be found on Google's developer guides.

Disabling cookies on your internet browser will stop GA from tracking any part of your visit to pages within this website.

Third party content - (videos, podcasts etc.)

We embed content from third parties such as YouTube, Vimeo, Twitter and SoundCloud. These providers will set their own cookies, which we do not control or have access to. These cookies are primarily used to:

- To track how many people are using the content that they are hosting.

- To prevent misuse of their platform.

- To easily connect it to any existing account you may have set up with that platform independently of this site.

  To get more information about the cookies that they use, please visit their respective privacy policy pages.

  If you do have cookies disabled in your browser, you may notice that some of the features of these services won't work as expected.

What kind of cookies do we use?

1. Essential

You need these cookies to move around our website and use its features. Without them, services such as subscription forms can't work.

2. Performance

These cookies tell us how you use our website, e.g. which pages you visit, and if you encounter annoying error messages. They don't identify you to us. We only use them to improve how our website works.

3. Functionality

These cookies record info like the previous choices you've made. They help you avoid seeing things that you may already have seen before – like pop up subscription requests.

The information these cookies collect is anonymised and doesn't track your browsing activity on other websites.

4. Advertising

We advertise our website and campaigns, including how to donate, with partners such as Twitter, Facebook, Google and others.

Cookies from these partners allow us to target our advertising to you or to people like you, or to exclude you from our advertising.

For example, if you recently played a top-tips video on our website, we could prevent you from seeing future ads for that video on Facebook by using a Facebook cookie.

Our partners may use advertising cookies to create audiences on our behalf, so we can reach you, or people like you, with adverts about our events and services – spending our advertising budget more effectively.

We also track what happens to the emails we send out. This helps us improve our communications and campaigns. For example, when we deliver an email and you open it or click on a link, we can see that info. If we notice that a particular email had a very low open rate, we can work on subject headings – or test different sending times – to improve how many people open it.

At the end of the day, we want more families to benefit from our free events and services.