AIIHPC All Ireland Institute of Hospice and Palliative Care	
TITLE: Cookies Policy	REFERENCE NO: 004.3
AUTHOR: Paula Pinto	REVISION NO: 1
APPROVED BY: Karen Charnley	EFFECTIVE FROM: January 2022
REVIEW DATE: January 2024	Pages 4

DESCRIPTION

TITLE:	**Cookies Policy**
AREA:	**Data Protection**
REFERENCE:	**ADM 004.3**

CREATION

AUTHOR:	**Paula Pinto**
	Programme Manager, AIIHPC

SIGNATURE:

APPROVAL   Karen Charnley

APPROVED BY: Director, AIIHPC

SIGNATURE:

CONTROL DATES

EFFECTIVE FROM:	**January 2022**
REVIEW DATE:	**January 2024**

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AIIHPC's Cookies Policy explains what cookies are, how we use cookies and your choices regarding cookies.

What are cookies?

Cookies are small pieces of data that are used to optimise your browsing experience. They are stored in text files, that are stored on your computer or other device when websites are loaded in a browser. They are widely used to 'remember' you and your preferences, either for a single visit (through a 'session cookie' or for multiple repeat visits. We use different types of cookies they are detailed below.

Required cookies: necessary for the website to function correctly when you navigate the site and make certain requests, such as filling in forms. You can set your browser to block or alert you about these types of cookies, but some parts of the site will not work. These cookies do not store any personally identifiable information.

Functional cookies: enhance functions, performance, and services on the website. Some examples include: cookies used to analyse site traffic, cookies used for market research, and cookies used to display advertising that is not direct to a particular individual.

Cookie Name	Purpose	Expiration	More Information
MoodleSession	Provides continuity and maintains your login from page to page.	Session. When you log out or close the browser this cookie is destroyed (in your browser and on the server).	Applicable on The Palliative Hub Learning Platform only.
MoodleID	Serves to hold the ID of the last tenant that was associated with the current user.	1 month	Applicable on The Palliative Hub Learning Platform only.

Analytics and performance cookies: collect information about how you interact with our site and count visits and traffic sources. They enable us to measure and improve the performance of our site

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and help us identify which pages are the most and least popular. This data is completely anonymous but you can disable these cookies.

_ga	Used to distinguish users.	2 years	
_gid	Used to distinguish users.	24 hours	
_gat	Used to throttle request rate.	1 minute	
AMP_TOKEN	Used to retrieve a Client ID from AMP Client ID Service.	30 seconds to 1 year	
gac	Contains campaign related information for the user.	90 days	
utma	Used by Google Analytics to identifying unique visitors.	2 years	
utmt	Used to throttle request rate.	10 minutes	
utmb	Used by Google Analytics to determine visitor session.	30 minutes	
utmc	Used by Google Analytics to determine visitor session.	Session	
utmz	Used by Google Analytics to track traffic sources and navigation.	6 months	
utmv	Used to store visitor-level custom variable data.	2 years	
ss_cid	Identifies unique visitors and tracks a visitor's session on a site.	2 years	
ss_cvr	Identifies unique visitors and tracks a visitor's session on a site.	2 years	

ss_cvisit	Identifies unique visitors and tracks a visitor's session on a site.	30 minutes	
ss_cvt	Identifies unique visitors and tracks a visitor's session on a site.	30 minutes	
ss_cpvisit	Identifies unique visitors and tracks a visitor's session on a site.	2 years	
ss_cookiesAllowed	Remembers if a visitor agreed to placing Analytics cookies on their browser if a site is restricting the placement of cookies.	30 days	

Targeting and marketing cookies: may be set through our site by our advertising partners, such as Google Analytics. We use data from Google's Remarketing and Advertising Reporting features to collect interest and demographics-based advertising or third-party audience data (such as age, gender and interests) to inform our marketing strategy. This data and the cookies active on our site are used to deliver ads relevant to you in and outside of our site and measure the effectiveness of social media advertising. They also limit the number of times that you see an ad and help us measure the effectiveness of our marketing campaigns. It's never our intention to spam you, just to provide you with content we think you'd like to see. They do not store any personally identifiable information and expire after 90 days.

What are your choices regarding cookies? You can turn off all these cookies at any time. This can be done through the settings of your browser. If you do, you may notice that the site doesn't work as well and you may not be able to use every service. If you are using The Palliative Hub Learning Platform website we recommend allowing 'MoodleSession' and 'MoodleID' cookies, otherwise you may not be able to log in and/or store your preferences.

You can opt out of being tracked by Google Analytics by visiting: https://tools.google.com/dlpage/gaoptout. More information about Google Analytics can be found at: https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage.