

# GABLES POLICIES

---

## PRIVACY POLICY AND COOKIES POLICY

---

### WHO WE ARE

By Gables Dogs & Cats Home and our subsidiaries we mean:

- The Charity, Gables Dogs & Cats Home (registered charity number 1127194).
- Gables Enterprises Limited (registered company number 04450483), which is our trading arm, where 100% of profits go to the Charity.

### DATA PROTECTION

Our commitment to care doesn't stop at our animals. We care about your personal data and ensuring you're informed about how we use it. Gables promises to protect your data, and to manage any information you share with us in line with data protection laws.

This Privacy Policy sets out how and why Gables (including both the charity and the trading company) will collect and use your personal data and our legal basis for its use, to ensure you remain informed and in control of your information.

Please read this policy carefully, along with our Terms and Conditions and any other documents referred to in this policy, to understand how we collect, use and store your personal information.

If you have any questions about how Gables processes your information, please get in touch using the details in the "Contact us" section below.

### TYPES OF PERSONAL DATA WE COLLECT

Depending on your interaction with Gables, we'll collect the following types of information about you:

- Your contact details, such as name, postal address, telephone numbers and email address.
- Your financial information such as bank account details.
- Your Gift Aid declaration.
- A record of our communications with you.
- Your communication preferences.
- Your giving/donation history.

- Your interests and reasons for your support.
- Information collected as part of our rehoming service, such as details relating to your personal circumstances and the type of animal you are looking for.
- Information about why you may be looking to give up your dog or cat where appropriate, and information specifically about your dog or cat such as their behaviour, medical conditions and treatments as part of the relinquishment of pet's process.
- Information collected as part of our boarding service, such as details relating to your pets diet, health and medical records/requirements.
- Photography and videography, such as images at events, case studies and other marketing materials.
- Sensitive information – see below.

Under data protection law, certain categories of personal information are recognised as sensitive, including health information. Gables will sometimes collect sensitive personal data in connection with our rehoming services (for example that the right animal is rehomed with you), or where you volunteer or apply for a job with us. In these cases we will obtain your consent to process this data, or alternatively ensure that we have a valid legal basis for doing so, such as when it is in the substantial public interest.

## **WHERE DOES THIS INFORMATION COME FROM?**

Most personal data we process is given to us directly by our supporters and customers, volunteers and representatives from other rescue and rehoming organisations we work with in the course of their interactions with us.

We may also receive your personal information when you donate to Gables through third-party services such as Just Giving, Virgin Money Giving, Sagepay or Paypal.

## **HOW WE USE YOUR DATA**

In simple terms, your personal data may be used to help us effectively deliver our charitable services or to help us raise funds for those charitable services.

We have summarised below the different reasons why we do this (these are often referred to as 'purposes'). How we use your data for these purposes will depend on the nature of our relationship with you.

CATEGORY	EXAMPLES OF PURPOSES FOR WHICH WE COLLECT, STORE AND PROCESS YOUR DATA
Rehoming dogs and cats	<p>If you have registered to adopt a dog or cat from us we will use the information you provide us, including conducting home visits where appropriate, to help us find you the right animal.</p> <p>To provide you with aftercare services once you have adopted an animal from us, including registering new owners' details with microchip databases.</p> <p>To communicate with you regarding our wider work and how you might support Gables in other ways.</p>
Taking in unwanted dogs and cats	<p>If you have contacted us to take in your dog or cat for rehoming, we will use the information you provide us to establish how we can best look after your dog or cat while it is in our care.</p> <p>To assess how we might safely and permanently rehome your dog or cat.</p> <p>To enable us to meet the relevant legal requirements where they apply to dogs or cats brought into our care.</p>
Reporting lost or found dogs and cats	To register details of a lost or found dog or cat for the purposes of reuniting owners with their pet.
Advising on animal behaviours and training	<p>To register details of advice we have given to animal owners to permit them to remain with their current owners.</p> <p>We also offer ongoing support and advice to owners who have adopted animals from Gables.</p>
Boarding	If you have contacted us to take in your dog or cat for boarding, we will use the information you provide us to establish how we can best look after your dog or cat while it is in our care.
Volunteering	<p>To enable us to recruit volunteers and foster carers.</p> <p>To support and train volunteers and ensure their safety.</p> <p>To enable us to communicate with volunteers regarding their volunteering work, the wider work of Gables and how they might support in other ways.</p>
Marketing and Fundraising	<p>To process your donation and send you a thank you letter.</p> <p>To send you marketing, including behind the scenes news, updates about our animals, general information about rehoming, volunteering and various ways you can support Gables, including fundraising, events and campaigning.</p> <p>To efficiently raise the fundraising income to ensure our charities future.</p> <p>To manage, facilitate and record financial transactions associated with fundraising.</p> <p>To manage events and fundraising activities.</p> <p>To manage Gables supporters club and animal sponsorship schemes, including renewals.</p> <p>To ensure that as many supporters as possible maximise the value of their donation through Gift Aid where appropriate.</p>
Raffles and Lotteries	To process your payment and to enter you into the draw.

CATEGORY	EXAMPLES OF PURPOSES FOR WHICH WE COLLECT, STORE AND PROCESS YOUR DATA
	<p>To confirm your entry into the draw via email if you entered online.</p> <p>To verify age (via a third party) and to contact you if we cannot verify that you are over 18 and able to enter the draw.</p> <p>To maintain a record of any self-exclusion requests from gambling activity.</p>
Legacies	<p>If you have got in touch with us about leaving us a legacy, we will manage and administrate your legacy pledge.</p>
Events	<p>To process registration fees and administer events, and to communicate with you about the event and, if applicable, the fundraising you agreed to take part in. This includes visitor tours on our site.</p> <p>To collect and store images and videography with the purposes to promote future fundraising events.</p> <p>To obtain relevant information on health or medical conditions, to support the safe participation of event participants and volunteers</p>
Media & PR	<p>Contacting you about press enquiries and case studies to help promote our work.</p>
Donations	<p>To process your donation and send you a thank you letter or email.</p> <p>We may also use your personal information for the recovery of Gift Aid (where you have completed a Gift Aid declaration).</p>
Retail trading and online purchases	<p>To fulfil orders for goods and services.</p>
Enquiries	<p>To enable us to record, consider and reply to enquiries and complaints from members of the public received a variety of ways, including via social media.</p>
Research	<p>To send you surveys.</p> <p>To carry out research in relation to our supporters and services.</p>
Employment	<p>To enable us to select and recruit staff.</p>
Photograph / videography	<p>To archive and store images and videos for historical interest and event promotion.</p>
Health and safety of staff, volunteers and visitors on our site	<p>To ensure your health and safety when visiting one of our sites, including keeping first aid records, a record of arrivals and departures, and the use of CCTV across all sites.</p> <p>To participate in the NHS Test and Trace service to help combat coronavirus, which involves sharing you name and contact details where necessary.</p>
Archiving	<p>To collect and maintain records of historical interest and significance to Gables for our archives.</p>



For information on how we use your personal data for recruitment purposes, please see our Job Applicant Privacy Policy.

## HOW THE LAW APPLIES TO GABLE'S USE OF PERSONAL INFORMATION

Data Protection legislation requires us to make sure that we have a valid ground for processing your data. The law sets out six different grounds for when personal data can be processed (plus additional ones where sensitive data is used). The legal grounds that are most relevant to Gables use of your personal information are:

- Where you have provided specific *Consent*
- Where we have a *Legitimate Interest* to do so that has been balanced and does not adversely affect your rights;
- Where we have a *Contract* in place that cannot be fulfilled without processing your information;
- Where we have a *Legal Obligation* to use or disclose information about you; or
- We believe it is in the *Public Interest* to, and this interest is supported by law.

The law sets out an additional ground for processing not listed above, that Gables is not currently using. Any changes or additions to the grounds for processing in the future will be updated above.

### Lawful basis

The table below outlines what lawful basis Gables are relying on for different purposes:

CONSENT	CONTRACT	LEGAL OBLIGATION	LEGITIMATE INTEREST	PUBLIC INTEREST
Marketing and fundraising by email, SMS or telephone, including inviting to participate in some surveys and research activities	When an animal has been signed over to us	Financial and Gift Aid record keeping	Processing donations and sending acknowledgements where appropriate	Recording and reporting Safeguarding concerns
Third party animal behaviour consultations	Adopting an animal from us	Notification to local dog wardens about strays that come into our care	Sending marketing and fundraising communications by post	
Processing special category data, such as health information	Processing purchases at our site or via our online shop	Managing requests made in line with Data Protection Legislation	Facilitating the delivery of sponsorship welcome packs	
Use of case studies in press, media and marketing	Attending a face to face or online training programme	Undertaking required tasks for our gambling activities, such as age verification and enabling self-exclusion from such activity	Handling general enquiries and complaints, and providing requested information to people	

CONSENT	CONTRACT	LEGAL OBLIGATION	LEGITIMATE INTEREST	PUBLIC INTEREST
To place non-essential cookies (more information is available in our Cookie Policy)	Entering people into our raffle	Updating animal microchip details	Undertaking analysis to improve our services and ensure data quality, including utilising non-essential cookies on our websites	
Use of photos and film, such as those featuring children, or taken at our events	Processing direct debit/standing order donations	Establishing legal ownership of animals	To identify potential new supporters	
To collect archival materials for research, educational or commercial purposes	Working with Executors to process gifts in wills.	Maintaining first aid records	Use photos and film taken at third party and special events	
To share pet medical histories	Short-term boarding records		Record the name and contact details of visitors to our sites for health and safety purposes	
Outpatients (Other Rescues)	Managing online accounts		Administration and management of events	
Outpatients (ex-Gables animals)			Recording telephone calls for training and monitoring purposes	
			Use of CCTV for security purposes	
			To ensure those who have asked not to be contacted, or could be vulnerable, are not sent any communications.	

Some of these purposes are explored in more detail in the sections below and you can contact us with any questions.

Where we are using legitimate interest, we have considered and balanced our legitimate interests against individuals' privacy rights in these scenarios and we do not believe that any adversely affect our supporters' or customers' rights or freedoms. If you would like to find out more or ask us to stop processing your data in these ways, you can do this at any time by contacting us. You can also contact us at any time to withdraw your consent for any activities where we are relying on consent. See the 'Your data protection rights' section below for details.



## **REHOMING**

When you adopt one of our dogs or cats we ask you to provide us with information about your home, personal circumstances, and in some cases health or mobility requirements so that we are better able to match you with an animal that is going to best meet its, and you or your family's needs.

When you bring in an animal that you would like to be rehomed, or that you are reporting as a stray, we will ask for certain information about your animal and you (including the reason or circumstances that led to you needing to rehome your pet, and any information about your pet's behaviour towards yourself and others in the household that will help us with their care or onward rehoming). This information also enables us to comply with the relevant legal requirements when rehoming an animal such as establishing the legal ownership of animals or updating microchip details.

It is also important for us to ensure that we are providing our animals with the best possible care, including making sure they are rehomed appropriately. When you apply to adopt an animal from us, we will assess your application, checking it against our knowledge and experience of rehoming cats and dogs. This helps us to ensure that not only our animals go to the best possible home, but that those who rehome are given the most appropriate animal for their circumstances.

We understand that each situation is different, and our dedicated rehoming team will always be available to discuss your application with you at any stage of the process.

## **VOLUNTEERING**

Volunteers provide invaluable support across all aspects of Gables. Where you have provided us with your information to volunteer, we process this in order to recruit volunteers and foster carers (for example, by reviewing volunteering applications), support and training volunteers, and communicating with you generally about the work we do to ensure that you are kept well informed about Gables, your own volunteering and how you can get more involved.

In order to support people who wish to volunteer at our events, we ask that you tell us about any relevant medical conditions so we can better-support your volunteer experience with us if necessary.

As mentioned, in some cases we may collect sensitive data about you so that we can ensure that you are matched with the most appropriate animal (where you are fostering a cat or dog), meet any access, health or dietary needs you may have.

## **EVENT PARTICIPATION**

When you register to attend or participate in one of our events, we will ask you to provide any relevant medical/health information that will allow us to support you in your participation. This is to ensure your safety and enjoyment of the event. We will also ask you in some cases to provide contact details of a relative or friend in the event of an emergency.

## **MARKETING AND FUNDRAISING**

Gables marketing activity helps to find more animals permanent and loving homes, and helps us to raise the income we need which enables us to do this. Our marketing activity also helps us to provide help to



animals beyond our gates, such as through our community engagement work, educational and campaigning activity.

Gables will seek your consent to send you marketing via email, phone and by post, If you choose to hear from us in this way, you'll receive behind the scenes news, updates about our animals, general information about rehoming, volunteering and various ways you can support Gables, including fundraising, events and campaigning. Examples include a monthly update email, emails inviting you to events, and email updates on our campaigning activity.

Gables will rely on legitimate interests to send you marketing and fundraising communications by post, if you have provided a postal address. Unless you tell us not to, we'll contact you by post with communications we believe you'll be interested in. If you would like to opt out of these communications, you can let us know by contacting us.

When you purchase a Sponsorship as a gift, we rely on legitimate interest to deliver a Sponsorship welcome pack to the gift recipient. No further communications will be sent to this address from Gables unless a person at that address contacts us to tell us otherwise. In the welcome pack, we will tell the gift recipient your name as the gift purchaser.

When you register to attend or take part in one of our fundraising or challenge events we will use you information to process the registration fees (if any), administer your participation in the event and provide you with information about the event.

We will never rent, swap or sell your details for marketing purposes.

You are free to change your contact preferences at any time, just let us know by contacting us.

## **FINANCIAL TRANSACTIONS**

If you donate to us, or buy something from us, we'll process your debit or credit card details. We will also pass your card details securely to our payment-processing partner as part of the payment process. We do this in accordance with the Payment Card Industry Security Standard and don't store the details on our website or databases.

If you have kindly added Gift Aid to your donation to Gables we must record the fact that you are a UK taxpayer and we have to maintain a record of the amount of Gift Aid we have claimed.

## **ANALYSING YOUR INFORMATION**

### **Fundraising and Marketing**

It is important for us to know why you choose to support Gables, as this helps us to give you the information that is most relevant for you. We will analyse your data in order to better understand your preferences, to improve our services, and to tailor our marketing communications to you. The information we use to do this will include your current engagement with Gables, interests, preferences, and future





potential support, such as level of potential donations, so that we can see who may be interested in supporting us or who may be able and willing to give more.

Gables carries out click-through email tracking, which allows us to analyse when an email has been interacted with (e.g. opened or when links within it are clicked). This helps us to better understand the impact of our communications and success of our campaigns.

## **FILMING AND PHOTOGRAPHY**

### **Case studies**

If you have interacted with Gables, for example if you have adopted an animal from us or board your pet with us, we may ask you if you would be interested in being a case study for us. We only use your case study where we have your consent to do so.

### **Gables organised events**

We will only use your image with your consent if you were a participant at one of our challenge events or we have asked you for your consent on the day. Please be advised however that if you are not the focus of the image, we will not usually need to collect your consent, but you may still appear in the background or as part of a crowd. If we are hosting an event indoors, we may not always be able to collect consent, in which case we will rely on legitimate interest. In either case, there will always be notices advising where photography is taking place at our events, and prior notification will be provided in the event Terms and Conditions.

### **Events not organised by Gables**

Where events are not organised by us, such as national challenge events like the Plymouth Half Marathon, we use photography and film under our legitimate interest. More details will be included in the event terms and conditions.

Please be advised that at either Gables or third-party events there could be photographers from other organisations, such as press and other media outlets, who we are not responsible for. If you have any concerns or questions about photography at events please speak to the event organisers, or any photographers on the day.

### **Children**

No personal details (including names) of any under 18-year-old participants will be used in any publicity materials without the written consent of their parent or legal guardian. Please be advised however that we may use images where children are incidentally included in the background (for example, images of mass participation in the warm-up exercises, or on the starting line), but only where individuals are not clearly identifiable.

### **User generated images**

Some of our events will also utilise 'user generated content sharing technology', allowing participants to share their own images to their social media accounts with an appropriate 'hashtag' that will allow us to



find the images, and share them via our website. More details will be included in the event Terms and Conditions where this is in place.

## **DATA RETENTION AND ARCHIVE**

We'll retain personal information for different periods of time depending on your relationship with Gables and in line with our Retention Policy and Schedules, relevant laws and best practice recommendations.

For example, if you donate to us, we'll keep your financial information for up to seven years after your last interaction with us. If you adopt an animal, we'll keep details relating to your rehoming circumstances for 20 years (the upper limit lifetime of the dog or cat).

Some records will be kept as part of the Gables archive. The Archive holds our organisational and collective memory and is a unique and irreplaceable part of our heritage as Plymouth's oldest animal charity.

We reserve the right to hold any records which document and illustrate Gables work in our archive in perpetuity. There is an expectation that we may make archival collections accessible to researchers and use archived data at some stage in the future. We may use these records for the following purposes:

- Educational – to promote public understanding of our history and our mission.
- Marketing – to support fundraising to enable Gables to continue caring for dogs and cats.

If you decide you no longer wish to hear from us, we'll need to keep a note of that on our suppression list indefinitely.

## **DATA STORAGE**

Gables operations are based in the UK and we store our data within the European Economic Area (EEA).

Some organisations which provide services to us may transfer personal data outside the EEA for processing purposes, but we will only allow them to do so if your data is adequately protected and in line with legal requirements. This includes, for example, ensuring that appropriate safeguards in relation to international transfers of data are included in contracts, and conducting Data Protection Impact Assessments on the processing activity.

We have in place a robust back up system for all our information, and a business continuity process to ensure that in the event of a situation that affects normal operating procedures we are able to restore information and return to normal operations in a timely and secure manner.

## **DATA SHARING**

Gables or its trading subsidiary will not exchange or sell your personal information to another organisation for their own marketing purposes.

However, there are some situations where we may have to share your personal information with other organisations. An example could be sharing your details to reunite you with a lost animal via a Local Authority Dog Warden, or to update microchipping databases, or pass details on to our contracted



veterinary practice and/or local branch of the RSPCA if it relates to an animal that belongs to them that we are boarding and/or rehoming on their behalf. In some cases, we may have to share data about you when requested to do so by statutory agencies, such as the police.

We may also share your data with our contracted suppliers, and external service providers, such as our email service providers. In these situations, the relationship between Gables and the third-party data processor will be governed by a contract and strict security requirements will be in place to protect your personal information.

## **YOUR DATA PROTECTION RIGHTS**

When Gables is using your personal information on the basis of your consent, you have the right to withdraw that consent at any time. You also have the right to ask Gables to stop using your personal information for direct marketing purposes. Simply contact us and we will amend your contact preferences.

Presuming that these rights are not overridden by our legal obligations, or where our legitimate interests are not overridden by your rights and interests as an individual, you have the following data protection rights:

### **The right to be informed**

You have the right to be told how your personal information will be used. This policy document, and shorter summary statements used on our communications, are intended to be a clear and transparent description of how your data may be used.

### **The right of access**

You can contact us asking what information we hold on you and to request a copy of that information. From May 2018 we will have 30 days to comply once we are satisfied you have rights to see the requested records and we have successfully confirmed your identity.

### **The right of erasure**

From May 2018, you have the right to be forgotten (i.e. to have your personally identifiable data deleted). We'll be required to keep an appropriate record (such as a suppression list) so that we can make sure you don't receive future communications. In some instances a legal basis will override the right to erasure. An example of this would be the legal requirement to record financial transactions for seven years.

### **The right of rectification**

If you believe our records are inaccurate you have the right to ask for those records concerning you to be updated.

### **The right to restrict processing**



In certain situations you have the right to ask for processing of your personal data to be restricted because there is some disagreement about its accuracy or legitimate usage.

### **Right to Data Portability**

Where we are processing your personal data under your consent the law allows you to request data portability from one service provider to another. This right is largely seen as a way for people to transfer their personal data from one service provider to a competitor.

### **The right to object**

You have an absolute right to stop the processing of your personal data for direct marketing purposes, as well as the right to object to other processing activities.

### **The right to object to automated decisions**

In a situation where a data controller is using your personal data in a computerised model or algorithm to make decisions that have a legal effect on you, you have the right to object. This right is more applicable to mortgage or finance situations; **Gables does not undertake complex computerised decision-making that produces legal effects.**

If you want to exercise any of these rights, please contact our General Manager on:

- **Phone:** 01752 331602
- **Email:** [info@gablesfarm.org.uk](mailto:info@gablesfarm.org.uk)
- **Post:** Gables Dogs & Cats Home, 204 Merafield Road, Plymouth, PL7 1UQ

## **NOTIFICATION OF CHANGES TO THIS PRIVACY POLICY**

This Privacy Policy may change from time to time. For example, we will continue to update it to reflect new legal requirements. Please visit this website page to keep up to date with the changes to our Privacy Policy.

## **WHAT TO DO IF YOU ARE NOT HAPPY**

In the first instance, please talk to us directly so we can help resolve any problem or query. Please contact our General Manager on:

- **Phone:** 01752 331602
- **Email:** [info@gables.org.uk](mailto:info@gables.org.uk)
- **Post:** Gables Dogs & Cats Home, 204 Merafield Road, Plymouth, PL7 1UQ

You can also register with the fundraising preference service (FPS). This service is run by the Fundraising Regulator and allows you to stop email, telephone, addressed post, and/or text messages from a selected charity or charities by using the online service at [public.fundraisingpreference.org.uk](http://public.fundraisingpreference.org.uk) or by calling 0300 303 3517. Once you have made a request through the FPS, we will ensure that your new preferences take effect within 28 days.



You also have the right to contact the Information Commissioners Office (ICO) if you have any concerns about Data Protection using their help line **0303 123 1113** or at [www.ico.org.uk](http://www.ico.org.uk)

## Contact us

If you have any questions about this Policy, or about how Gables manages your data, please contact us on:

- **Phone:** 01752 331602
- **Email:** [info@gables.org.uk](mailto:info@gables.org.uk)
- **Post:** Gables Dogs & Cats Home, 204 Merafield Road, Plymouth, PL7 1UQ

# COOKIES & ONLINE TRACKING POLICY

## WHAT ARE COOKIES?

Cookies are tiny pieces of data saved on your computer or mobile device when you visit a website. There are many different cookies, and they each have different uses. We use cookies to enhance your experience on the Gables website and ensure we are providing you content and advertising messages that are relevant to you and your interests. Cookies also track information such as how you arrived on sites, your time of arrival, the pages you viewed and how long you stayed.

The Gables website uses both first party and third party cookies. First party cookies are restricted to the same domain as the website you are viewing, in this case [gablesfarm.org.uk](http://gablesfarm.org.uk), and are used to track the performance of the website and improve the website experience for the user. Third party cookies are set by a domain other than [gablesfarm.org.uk](http://gablesfarm.org.uk) – this is to recognise the user (anonymously) across websites and is used to track the performance of our marketing and ensure we are reaching the right audience.

Different cookies store information for varying time periods on your computer or mobile device. You are able to view the cookies held on your computer or mobile device by looking at your cookie settings on your chosen internet browser.

You can find more information about cookies at [www.allaboutcookies.org](http://www.allaboutcookies.org)

## HOW GABLES.ORG.UK USES COOKIES

### Essential cookies

These are required for the operation of our website. Enabling you to log in to secure areas of the website, make use of a shopping cart and e-payment services. We use the following cookies:

TYPE OF COOKIE	COOKIE NAME	PURPOSE OF COOKIE	1ST OR 3RD PARTY	TIME PERIOD
Google Tag Manager	_gtm	A tag management system that enables Gables to dynamically insert tags onto our website.	1st	Duration user is on the website

TYPE OF COOKIE	COOKIE NAME	PURPOSE OF COOKIE	1ST OR 3RD PARTY	TIME PERIOD
Essential site cookies	SSESS	To recognise users when they move from page to page within our website, and remember any information they have entered, such as items in their basket.	1st	Duration user is on the website
Essential site cookies	has_js	To identify if javascript has been disabled on a user's browser settings.	1st	Duration user is on the website

## ANALYTICAL COOKIES

Google Analytics allows us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily. We don't collect or store your personal information (for example your name or address) so this information can't be used to identify who you are. We don't allow Google to use or share our analytics data. To reject or delete this cookie visit:

<https://www.google.com/intl/en/privacypolicy.html>

<https://tools.google.com/dlpage/gaoptout>

Google Analytics sets the following cookies:

TYPE OF COOKIE	COOKIE NAME	PURPOSE OF COOKIE	1ST OR 3RD PARTY	TIME PERIOD
Google Analytics	_ga	This helps us count how many people visit Gables.org.uk by tracking if you've visited before	1st	2 years
Google Analytics	_gid	This helps us count how many people visit Gables.org.uk by tracking if you've visited before	1st	24 hours
Google Analytics	_gat	Used to manage the rate at which page view requests are made	1st	10 minutes

## TARGETING COOKIES

These record your visits to our website, pages you have visited and links you have followed. We may use this information to make our website and the potential advertising displayed to you more relevant to your interests. It also allows us to track the effectiveness of our advertising to ensure we are displaying relevant adverts to our audience. We may share this information with third parties for this purpose.

TYPE OF COOKIE	COOKIE NAME	PURPOSE OF COOKIE	1ST OR 3RD PARTY	TIME PERIOD
DoubleClick (TradeDesk) (Semasio)	_gads	<p>To help measure and improve our Display advertising.</p> <p>DoubleClick cookies track anonymised conversion data so that we can measure advertising effectiveness and they enable us to serve advertisements to or exclude people who have visited our website, and create lookalike audiences. The cookies also allow us to limit the number of times a person sees our advertisement.</p> <p>DoubleClick cookies sometimes include a pixel from the advertising networks we work with. This allows us to target adverts effectively on their networks.</p> <p>View the DoubleClick privacy policy at: <a href="https://privacy.google.com">https://privacy.google.com</a></p> <p>You can opt out of Google advertising at: <a href="https://tools.google.com/dlpage/gaoptout/">https://tools.google.com/dlpage/gaoptout/</a></p>	3rd	90 days
Facebook Pixel	_fr	<p>To help measure and improve our Facebook advertising, and to show users advertising that is relevant to them.</p> <p>The tracking pixel matches users anonymously with their Facebook ID, enabling retargeting, lookalike audiences, analysis and reporting of Gables advertising campaigns. This is all used to reach the right audience and serve relevant adverts.</p> <p>For details on these cookies, please view the Facebook Cookie Policy: <a href="https://www.facebook.com/policies/cookies/">https://www.facebook.com/policies/cookies/</a></p> <p>To manage your advertising preferences on Facebook visit: <a href="https://www.facebook.com/ads/preferences">https://www.facebook.com/ads/preferences</a></p> <p>Learn how to control the type of ads you see on Facebook at: <a href="https://www.facebook.com/help/568137493302217">https://www.facebook.com/help/568137493302217</a></p>	3rd	180 days
Google AdWords via Google Analytics	_gac_	<p>To help measure and improve Google advertising.</p> <p>We use anonymous information from Google Analytics enabling retargeting, lookalike audiences, analysis and reporting of Gables advertising campaigns.</p> <p>View the DoubleClick Privacy Policy at: <a href="https://privacy.google.com">https://privacy.google.com</a></p> <p>You can opt out of Google advertising here: <a href="https://tools.google.com/dlpage/gaoptout/">https://tools.google.com/dlpage/gaoptout/</a></p>	3rd	540 days

## FUNCTIONALITY COOKIES

These are used to recognise you when you return to our website so that we can personalise our content for you and remember your preferences, e.g. whether you are signed up to email alerts. We also use cookies to test website functionality.

TYPE OF COOKIE	COOKIE NAME	PURPOSE OF COOKIE	1ST OR 3RD PARTY	TIME PERIOD
Google Optimize	_gaexp	Google Optimize allows us to determine a user's inclusion in A/B testing on the Gables website.	1st	2 years
Animal Filters	Animal Filters	To recognise a user's filter options on the animal rehoming gallery pages so they do not have to repeat filter options every time they visit.	1st	Duration user is on the website

## THIRD PARTY WEBSITES AND SOCIAL NETWORKS

If you click on a hyperlink from our website to any third-party websites (e.g. if you 'share' content from our website with friends or colleagues on social media), you may be sent cookies from these third-party websites. They will do so pursuant to their own policies on privacy and cookies. It's a good idea to check their privacy policies to fully understand their use of cookies.

## YOUR COOKIE CHOICES

If you do not wish to use the cookies listed in this policy then you are able to turn them off. We would encourage you to keep our first party cookies enabled as they will improve your experience on our website. However, if you wish to disable cookies you are able to manage cookie permissions via your internet browser settings:

[How to manage cookies in Internet Explorer](#)

[How to manage cookies in Firefox](#)

[How to manage cookies in Chrome](#)

[How to manage cookies in Opera](#)

[How to manage cookies in Safari](#)

Your browser may also support add-ins which give you more control over how cookies are used.

You can find out more information on disabling cookies here <https://www.aboutcookies.org/>

## CHANGES TO THIS POLICY AND FURTHER INFORMATION

We may update our use of cookies, and this policy, from time to time, so please check this policy regularly. You can find out more about cookies generally and how to disable them at <http://www.allaboutcookies.org>