

## Cookie Notice

Link UP collects certain information by automated means when you visit our website <https://www.linkuplondon.org> ("Site") to help us understand how many visitors access our Site, what pages they access, and how we might better tailor our Site. We use cookies and similar technologies (such as web beacons) and IP addresses to collect this information. Further details of how we do this are set out below.

### Cookies

Cookies are bits of text that are placed on your computer's hard drive when you visit a website. Link Up uses cookies to tell us whether you have visited our Site before, or if you are a new visitor; to help us identify which parts of our Site you may be more interested in; to save your preferences for future visits to our Site. Link Up sets these cookies (called first party cookies). We also use third party cookies (set by a different domain to Link UP).

### Web Beacons

Some pages on our Site contain web beacons (also called internet tags, pixel tags and clear GIFs). Web beacons allow third parties to obtain information such as the IP address of the computer which downloaded the page on which the beacon sits, the time that page was viewed, the type of browser used, and information in the cookies set by the third party.

### IP Addresses

An IP address is a unique identifier which electronic devices may use to identify and communicate with each other on the internet. When you visit our Site, we may view the IP address of the device you use to connect to the internet and use that information to determine the general location of the device.

### Categories of Cookies and Other Automated Technologies used on our Site

#### *Necessary Cookies*

We use these cookies to enable our Site to function properly. They are set in response to actions made by visitors.

Cookie Name	Description	Type	Duration
accept_cookies	Allows user to accept cookies	First-party cookies	365 days
show_flash_banner	Hides cookie banner once closed	Session cookies	Duration of session

#### *Analytics Cookies*

We, and third parties such as Google Analytics, use these cookies to help us count Site visits and traffic sources so we can understand, measure and improve the performance of our Site.

Cookie Name	Description	Type	Duration
_ga	Registers a unique ID used to generate statistical data on how the visitor uses the Site	Third Party (Google Analytics)	2 years
_gid	Registers a unique ID used to generate statistical data on	Third Party (Google Analytics)	1 day

	how the visitor uses the Site		
_gat	Used to manage the rate at which page view requests are made	Third Party (Google Analytics)	10 minutes

### *Targeting and Advertising Cookies*

We do not allow third parties to set these cookies on our Site.

### Your Choices

Site visitors from the UK and EU can manage their cookies preferences at any time through their web browser. Most browsers tell you how to stop accepting new cookies, how to be notified of new cookies and how to disable existing cookies. You can find information on how to do this by clicking “help” on your browser’s menu or by visiting [www.allaboutcookies.org](http://www.allaboutcookies.org).

### How to Contact Us

If you have any questions about our cookie practices please contact Link UP at [hello@linkuplondon.org](mailto:hello@linkuplondon.org).

For information about our privacy practices and your rights, please see our [Privacy Notice](#).

**Effective date: November 2023**