



## London Sport Cookies Policy June 2021

This Cookie Policy explains how London Sport uses cookies and other tracking technologies through our websites <https://londonsport.org/> <https://funding.londonsport.org/> <https://data.londonsport.org/> <https://londonsport.microsoftcrmpartals.com/> <https://houseofsport.org.uk/> and <http://www.sporttechhub.co.uk/>. This policy is to be read alongside our [privacy policy](#) which explains how we use personal information. ***If you do not accept our use of cookies please disable them following our guidance below.***

### 1. What are cookies?

Cookies are small text files that are placed on your computer, laptop and/or mobile device, that contain details of your browsing history on the website and distinguish you from other users. They are widely used and help to provide you with relevant and personalised content and advertising, and help make websites work more efficiently. Your browser sends cookies back to the website every time you visit, so it can recognise you and can tailor what you see on the screen.

Although this Policy refers to the general term “cookie”, which is the main method used by our website to store information, we may use other tracking technologies through this website such as web beacons. The information included in this Policy is applicable to all such tracking technologies that we use.

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

### 2. Why do we use cookies?

- A. To let you do things on our website – for example, cookies enable you to log in to secure areas of our website, fill in application forms or view content.
- B. To collect anonymous statistics – the information collected by cookies enables us to improve the website through usage figures and patterns. For example, it is really useful to see which pages of the website – and therefore which of our services – are the most popular and how users are interacting with them.
- C. To improve your experience of our website – for example, to prevent you having to re-enter details when you have already done so, or by ensuring that users can find what they are looking for easily.
- D. To ensure that our website is secure – for example, to make sure that personal information that you give to us does not fall into the wrong hands.



- E. To provide you with information and content which we think is relevant to you – for example, to work with our partners to serve you with targeted advertising.

The table below provides more information about the cookies we use and why.

Name of cookie	Provider	Website	Purpose	Duration
Facebook Pixel	Facebook	London Sport House of Sport	Facebook Pixel allows us to track and manage our advertising campaigns and assess the effectiveness of our campaigns.	Persistent
Facebook	Facebook	London Sport House of Sport	Facebook cookies allow us to track the website activity of visitors from our Facebook pages and ensure that our social media activity is effective. For more information about Facebook's cookies, click <a href="#">here</a> .	Persistent
Google Analytics	Google	London Sport Funding Data and insight portal Grant portal Sport Tech Hub House of Sport	This is a web analytics service which uses cookies to show us how visitors found and explored our website, and how we can enhance their experience. It provides us with information about the behaviour of our visitors (for example, how long they stayed on the site, or which petitions are particularly popular) and also tells us how many visitors we have had. For more information on Google analytics, click <a href="#">here</a> .	Persistent
Google Remarketing	Google	London Sport Funding Data and insight portal Grant portal	This tool allows us to track activity of visitors and then reach out to those who have visited our website, and match the right visitors with the right content. This enables us to	Persistent



		Sport Tech Hub House of Sport	spend our marketing budget more efficiently.	
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We also use some cookies which are strictly necessary in order for you to use our services available on our website.

### 3. Website cookie acceptance

By clicking accept when you visit the website you consent to our use of cookies as updated from time to time. In particular, you consent to cookies being stored on your computer and/or mobile device (unless rejected or disabled by your browser).

### 4. Turning cookies off

Internet browsers normally accept cookies by default. However, most browsers let you turn off either all or third-party cookies. What you are able to do depends on which browser you are using. If you do not accept our use of cookies as set out above, please don't accept cookies, or please set your browser to reject cookies. However, please be aware that this may impair or limit your ability to use our website. The option to do

+this is usually found in the options, settings or preferences menu of your browser or mobile device.

You may opt-out of Google's analytics cookies by visiting Google's opt-out page - <https://tools.google.com/dlpage/gaoptout>.

Click on the links below to find out how to change your cookie settings in:

[Internet explorer](#)

[Firefox](#)

[Chrome](#)

[Safari](#)



[Opera](#)

[iPhone and iPad](#)

[Samsung](#)

## **5. More information about online advertising**

The advertising companies we work with generally use cookies and similar tracking technologies as part of their services. To learn more about how advertisers generally use cookies and the choices they offer, and the steps you can take to choose which cookies you can accept or reject, you can review the website of the European Interactive Digital Alliance.

In addition, there is software available which enables you to use settings that allow to you choose which cookies are set on your computer or mobile device, such as the Ghostery app.

## **6. Updating this Policy**

We may update our use of cookies from time to time and consequently we may update this Policy. We therefore recommend that you check this Policy regularly. We will notify you of any significant changes by way of a notice on our website or by contacting you directly when reasonably possible.

