



STREET CHILD COOKIES POLICY

TERMS

"Affiliates" - Street Child's affiliates includes the Sierra Leone Marathon and West Africa Cycle Challenge.

"Associated websites" Street Child's associated websites include 'sierraleonemarathon.com', 'westafricacyclechallenge.com', 'westafricacyclechallenge.org', 'bo2mochallenge.com', 'international-volunteering.org', 'Nepal-marathon.com' and 'childrenincrisis.org'.

WHAT ARE 'COOKIES'?

A cookie is a piece of information sent from one of our associated websites to your computer to help us recognise it quickly. If you prefer not to accept a cookie, you can navigate the websites like a normal user. Any information gathered through the use of cookies is anonymous.

WHAT INFORMATION DO WE COLLECT

We monitor how people use our website so we can improve it. We collect this information anonymously. By declining cookies when visiting our website, we will be unable to collect this information.

We use the following cookies when you are visiting our website:

- *Performance cookies:* These cookies collect information about how the user makes use of the site, e.g. which pages the user visits most. These cookies do not collect information that identifies the user.
- *Targeting or advertising cookies:* These cookies collect information about the users' browsing habits. This may also include your use of social media sites, e.g. Facebook, etc. or how you interact with our website which then shows you relevant content elsewhere on the internet. These may also be used to offer you other ways to support us or get involved.

If you accept cookies when visiting our website, we may record information including (but not limited to):

- the areas of the website you visit
- the amount of time you spend on the site
- whether you are new to the site, or have visited it before
- how you came to our website – for example, through an email link or a search engine
- the type of device and browser you use.
- how you use the website and the quality of your experience – for example we may track your bandwidth when viewing videos.

HOW WE WILL USE THIS INFORMATION

We use cookies to track how donors and web users come to our site, for example we use this information to understand how users access our website so we can gain insight into the effectiveness of our marketing material. Some of this may be used by third party cookies to target you with relevant information on other activities.

Although not through cookies, we do track the success of the emails we send – so we know what subject lines and stories people liked the most. We receive this information anonymously and we don't share this information.

WEBSITE STATISTICS ANALYTICS

Our website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyse how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage.

Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above. For more details please read Google's Analytics overview.

You can opt-out of Google Analytics cookies at any time through Google's opt-out tool. <https://support.google.com/analytics/answer/181881?hl=en>

We do all of the above to provide the best supporter experience and ultimately make a difference to as many of the world's most vulnerable children. Thank you for your support.