FOWLER'S SYNDROME UK

Cookies Policy

Definitions

- References to "**FSUK**", "**us**", "**we**" or "**our**" refers to Fowler's Syndrome UK (registered charity number 1196903);
- References to "**you**", "**your**", or "**user**" refers to the person visiting and/or using our Website;
- References to **"Cookies"** includes our usage of cookies and other similar tracking technologies that may be used by us;
- References to **"Policy"** means this Cookies Policy; and
- References to "**Website**" refers to www.fowlerssyndrome.co.uk.

About this Policy

- This Policy explains how we use Cookies to collect information about you when you visit our Website. We explain how and why we use Cookies, and your rights in relation to these.
- This Policy will be reviewed annually (or more frequently, if required) to ensure that it continues to meet all applicable legislative requirements, and the needs of FSUK and our community.
- We may update this Policy and our use of Cookies on our Website at any time. It is your responsibility to regularly check this Policy for any changes as we will not notify you.
- This Policy was last updated on 09.09.24

What are cookies?

Cookies are text files containing small amounts of information (letters and numbers) which are stored on your browser or your device, such as your computer or mobile phone (if you agree) when you visit a website and allows it to remember information between web pages and browser sessions.

There are two main types of cookies:

- **Session cookies**: These are specific to a particular visit and limited to sending session identifiers (random numbers generated by the server), so you don't have to re-enter information when you navigate to a new page. Session cookies are not permanently stored on your device and are deleted when the browser closes; and
- **Persistent cookies**: These record information about your preferences and are stored in your browser cache or mobile device.

Some cookies do collect personal data and can be used to identify you personally. For further details on how we collect and use personal data, please see our Privacy Policy.

Our use of Cookies

When we provide services to you, including our Website, we want to make these as easy, useful and reliable as possible so that you get the best experience possible. We use Cookies for the following purposes:

- to recognise your device and remember your preferred settings including any information that you may have provided us, for example a username and/or password so you don't need to re-enter this;
- to assist you in picking up where you left off when previously on our Website, for example remembering any items that you may have added to your shopping basket; and
- to measure how many people are using our Website services, which helps us to increase usability, ensure capacity is sufficient and maintain speed and quality of our services.

We use both:

- 'first party Cookies': These are Cookies that are placed by us on our Website and are focused on your experience as a user of our Website, enabling us to understand more about your use of our Website. Examples of these are set out above; and
- 'third-party Cookies': These are Cookies that are placed by third parties on user devices (or obtain information from user devices) when you visit our Website (i.e. a website that is not our Website). These are principally used by advertising partners or social media providers.

What types of Cookies do we use?

We use the following Cookies on our Website:

- **Strictly necessary Cookies**: These Cookies are essential for the operation of our Website and your use of its features. Essential Cookies are always enabled because our Website will not work properly without them. For example, these Cookies enable you to log into secure areas of the Website, use a shopping cart to make a purchase or e-billing services. You can switch off these Cookies in your browser settings, but this may impact your ability to access all or some parts of our Website.
- **Analytical or performance Cookies**: These allow us to collect information relating to our Website, including the number of visitors and how visitors move around when using it. This helps us to better understand the Website experience our visitors receive and highlights areas that we can improve such as navigation, user experience and marketing campaigns.
- **Functionality Cookies**: These are used to recognise you when you return to our Website. This enables us to personalise our content for you, greet you by name and remember your previously selected preferences (for example, your choice of language or region). Both first-party and third-party functionality Cookies are used on our Website. For example, First-party cookies are mostly necessary for the website to function the right way, and they do not collect any of your personally identifiable data.

  The third-party cookies used on our website are mainly for understanding how the website performs, how you interact with our website, keeping our services secure,

providing advertisements that are relevant to you, and all in all providing you with a better and improved user experience and help speed up your future interactions with our website.

- **Targeting (or advertising) Cookies**: These Cookies record your visit to our Website, the pages you have visited and the links you have followed. We use this information to make our Website and any advertising displayed on it more relevant to your interests. We sometimes share some limited aspects of this data with third parties for targeted advertising purposes, meaning that when you visit a third-party website (such as Facebook), you may be shown advertising based on your previous browsing patterns on our Website.

In addition, we have set out below more detailed information regarding the Cookies placed when you visit our Website.

Category	**Cookie**	**Third party deploying Cookie that information is shared with**	**Cookie Duration**	**Purpose**
Analytical	_ga_*	Google LLC	1 year 1 month 4 days	Google Analytics sets this cookie to store and count page views.
Analytical	_ga	Google LLC	1 year 1 month 4 days	Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.

Necessary	cookieyes-consent	[N/A]	1 year	CookieYes sets this cookie to remember users' consent preferences so that their preferences are respected on subsequent visits to this site. It does not collect or store any personal information about the site visitors.
Necessary	rc::a	Google LLC	Never Expires	This cookie is set by the Google recaptcha service to identify bots to protect the website against malicious spam attacks.
Necessary	wpEmojiSettingsSupports	[N/A]	Session	WordPress sets this cookie when a user interacts with emojis on a WordPress site. It helps determine if the user's browser can display emojis properly.
Necessary	rc::c	Google LLC	Session	This cookie is set by the Google recaptcha service to identify bots to protect the website against malicious spam attacks.

Other technologies

In addition to Cookies, we use some other similar technologies on our Website as follows:

- **[Web Beacons**: We or our third-party tracking utility company also use “web beacons” to collect information about your use of our Website, the websites of selected advertisers, and our content and Services. Web beacons are tiny graphic image files embedded in a web page or email that provide a presence on the web

page or email and send back to its home server information from the user's browser. The information collected by web beacons allows us to statistically monitor how many people are using our Website and Services, selected advertisers' websites and using our Services and for what purpose;

- **Social widgets**: These are buttons or icons provided by third-party social media networks which may collect browsing data and will be received by, and are controlled by, the third party; and

Turning off and deleting cookies

You can amend your cookie settings by selecting ACCEPT or [DECLINE or MANAGE SETTINGS] on the cookie consent pop-up on our Website or by visiting https://fowlerssyndrome.co.uk/cookies/. If you select [DECLINE or MANAGE SETTINGS] then non-essential cookies will not be deployed on your device.

In addition, all web browsers allow you to limit cookie behaviour or turn off cookies within the settings or options of the browser. The steps to do this are different for each browser, you can find instructions under the Help menu (or other similar section) of your browser. Through your browser you can also view the Cookies that are on your computer, and delete individual ones, or purge them all.

Please note that you may not be able to take advantage of all the features of our Website and services and there may be issues with our Website and functionality if you delete or refuse certain essential cookies.

How to contact us

If you have any questions relating to our use of Cookies or this Policy, please contact us at hello@fowlerssyndrome.co.uk.

Policy Review and Amendments: This policy will be reviewed annually, by the end of the first quarter (Q1), to ensure that it continues to meet the needs of FSUK and its community.

FSUK
Registered Charity Number 1196903
Hello@Fowlerssyndrome.co.uk
42 York Street, Twickenham, TW1 3BW

Last reviewed on [02/03/26]
Reviewed and agreed by [IH, HE]