



GDPR Cookies Policy

Global Village Action (GVA)

Last updated: September 2019

Version: 2.0

Cookies Portal

Cookie Statement

Which website monitoring tools do we use and why do we use them? Find out more below, and change your preferences if you want to.

We use a few technical tools, such as cookies and web beacons, on our websites, mobile apps, emails, text messages and social media accounts (“platforms”) to monitor how they are working. This is to make sure our platforms work properly and to give you a great experience when you’re using our services.

About cookies

VA) is a UK registered charity (no. 1178320) dedicated to working to release, transform, and empower the lives of indigent persons through poverty alleviation and self improvement programmes. We prioritise free skills acquisition, food distribution, and pastoral care and counselling in safe locations in South Bucks, and in outreach locations in West Africa. We have outreach partners and funding partners across the world.

A cookie is a small text file that is downloaded onto a device’s browser to allow a website to recognise it and to store some information about how you use the site. Cookies are a common feature used on almost all websites to make them work properly and they do not generally contain any personally identifiable information.

Cookies are not spyware or adware and can’t deliver viruses or run programs on your device. To find out more about cookies, please visit

www.youronlinechoices.eu

We use cookies to store bits of information for a number of reasons. This information can include your sign-in name to help you log in, recognising and remembering your preferences such as your preferred currency or language, or the details of your last visit. This enables our platforms to recognise your device and to deliver personalised content that is relevant to you. It also enables us to provide a smoother experience.

There are different types of cookies. Some are necessary for our platforms to work properly and you are advised not to turn these off. Others may be turned on or off at anytime, as you wish.

Cookies can be “**session cookies**” or “**permanent / persistent cookies**”. Session cookies are automatically deleted when you close your device’s browser. Permanent or persistent cookies stay in your browser until

you delete them, or your browser deletes them based on the cookies' duration period. Permanent cookies allow our platforms to remember your preferences for when you visit them again, speeding up and enhancing your experience of the services we offer.

“First-party cookies” are cookies set by our own platforms. **“Third-party cookies”** are cookies set by a company that has a relationship with our platforms. When we use the term, it means cookies set by our business partners, affiliates, and other third party service providers. This may include events promoters, advertisers or sponsors.

What is a web beacon?

A web beacon is a tiny image of just one pixel that can be delivered to your device in an HTML email message, in an app, in an advert, or as part of a web page request. Web beacons are typically used for site performance monitoring and analytics such as site traffic reporting, counting unique visitors, auditing, personalisation, page load speed and advertising.

How and why do we use these technologies?

We use a variety of cookies to do different things:

Technical cookies: To provide user-friendly platforms that are reliable and function correctly; that adapt automatically to you to create your user account, to sign you in, and to manage your interactions with our organisation. Technical cookies are absolutely necessary to make our platforms work properly for a smooth experience.

Functional cookies: To remember your choices and any preferences you set when you visit our platforms, such as your preferred payment method, language and delivery location. They can also remember your sign-in name, codes and password, so you don't have to re-enter them every time you log on. Our platforms would still work without these functional cookies, but your experience may not be as seamless, enjoyable, fast and simple.

Analytics cookies: To help us improve our products, services and platforms. We or our third-party service providers may use cookies to gather anonymised, aggregated or segmented information about visitors, so we can see how effective and relevant our products, services and platforms are. That information can include how long a visitor session lasts, what search criteria you used, what links brought you to our platforms, what web pages, adverts or sponsored content you viewed that enabled you to reach

our platforms, what referring/exit pages you arrived and left from, which platform you used, how you interacted with our platforms, and which emails you opened and acted upon. This information is not used to personally identify you.

Commercial cookies: To work with online marketing and sponsorship companies to offer personalised advertising, vouchers, or promotions when you visit our platforms and third-party platforms. This is called “retargeting” and may be based on your browsing activities on our platforms or third party platforms, or your product preferences. Our business partners and affiliates may also give us information about your browsing history to help us make sure our platforms deliver the most relevant, personalised experience. We also use Google Analytics, which is a web analytics service offered by Google that tracks and reports website traffic, and helps us identify website pages that are slow, broken or poorly performing so that we can optimise them for a simpler, faster and smoother experience. For more information, please visit www.google.co.uk/analytics

We use cookies and other emerging technologies to collect usage and preference information about you from our different platforms. Similarly, our business partners, affiliates, or other third-party service providers may collect usage data when you visit our platforms or click through to their platforms. Some promotions and adverts may be delivered to you by third-party online advertising, promotions, sponsorship and marketing companies. These companies use certain technologies to deliver adverts, promotions and marketing messages. They also use them to collect non-personally identifiable information about the adverts they display, and about your visit to and use of our platforms. They do this by placing a cookie on your computer so it can read your IP address.

We do our best to work with third-party online advertising, sponsorship, marketing and promotions companies that are members of the **Network Advertising Initiative (NAI)** and/or the **Interactive Advertising Bureau (IAB)**, and that adhere to industry standards and codes of conduct.

NAI and IAB members allow you to opt out of personalised advertising if you so wish. Visit www.networkadvertising.org to identify the NAI members that may have placed an advertising cookie file on your computer. To opt out of a member’s personalised advertising programme, just check the box for the company you want to opt out from if that is your preference.

We recommend that you visit www.youradchoices.com (an English-language site) or www.youronlinechoices.eu to find out about these companies' own privacy policies, about the technologies they use, and about opting out of this kind of advertising. If you opt out of an online advertising network, it will no longer show you adverts tailored to your web preferences and browsing patterns. However, you may still receive online adverts, and you may still be subject to marketing analysis.

Please note that we may change this Cookie Statement from time to time so please check back here for any updates.

Our **Privacy policy** provides more details on how we safeguard your privacy. If you have any other questions about how we use your information, please send us an email at info@globalvillageaction.com

Your Settings: Opting in and opting out

We value your privacy. We and our partners use technology such as cookies and web beacons on our platforms to deliver a smooth browsing experience, provide social media features, analyze our traffic, and to deliver personalised ads and other relevant content. You can set your personalised preferences below by toggling on or off your consent preference based on purpose. Note that these settings will only apply to the browser and device you are currently using.

As an additional measure, you can use your browser to control how cookies are used on your device. Check your browser's help menu to find out how.

Strictly necessary technical cookies

These cookies let the site do all sorts of important things, from allowing you to log on, to taking payments, to remembering your name, language and choices when you go to a new page. Without these cookies, the site wouldn't know what language to use, which content to show you, what your interests are, what you want to put in your shopping cart, and more. So the site simply wouldn't work without them. That's why you cannot turn them off.

Performance and analytics cookies

These cookies gather anonymised, aggregated or segmented information about how you use the site, from which pages you visit to how quickly each page loads. They enable us to improve our products, services and they do not record anything that would identify you: their only purpose is to help us improve our site for all future visitors. To turn these cookies off, just untick the 'Active' box. This won't change the way the site works.

Commercial cookies

These cookies remember content that was of interest to you during your visit to our platforms. They help us to deliver personalised adverts and promotions to you. Our business partners and affiliates may also give us information about your browsing history to help us make sure our platforms deliver the most relevant, personalised experience. Aside from helping us and our partners understand how well marketing information and promotions are doing, these cookies can also limit how often you see a particular promotion or advert.

To turn these cookies off, just 'Inactive' the 'Active' box. This won't change the way the site works.

Third Party Companies

Information storage and access

The storage of information, or access to information that is already stored, on your device such as device identifiers, cookies, web beacons, advertising identifiers, and similar technologies.

Personalisation

The collection and processing of information about your use of our platforms to allow us personalise content and advertising for you on other platforms or in other contexts, such as on other websites or apps, on an ongoing basis. Generally, the content of the site or app you visit is used to make deductions about your interests, which inform the scope of future content or advertising delivered to you.

Ad selection, delivery, reporting

The collection and analysis of information, and combination with previously collected and analysed information, to select and deliver advertisements for you, and to measure the effectiveness and targeting of such advertisements. This includes using previously analysed information about your interests to select ads, analysing data about what advertisements were shown, the rate at which they are shown, when and where they were shown, and whether you viewed or took any action related to the advertisement, such as clicking an advert or making a purchase. This does not include personalisation, which is explained above.

Measurement

The collection of information about your use of the content, and combination with previously collected information, used to measure,

understand, and report on your usage of the service. This does not include personalisation, the collection of information about your use of this service to subsequently personalise content and/or advertising for you in other contexts, i.e. on other service, such as websites or apps, over time.

Google

Opt Google and their technology partners to collect data and use cookies for ad personalisation and measurement.

How to contact us

Please contact us if you have any questions about our cookie policy or information handling practices by sending a letter or email to:

**Privacy Office: Global Village Action,
3rd Floor, 86-90 Paul Street,
London EC2A 4NE
England.**

Tel: +44 07846 072 305

Email: info@globalvillageaction.com

Last updated September 2019