

ALCESTER TOWN COUNCIL

COOKIE POLICY

This Cookie Policy was last updated on 02/10/2023 and applies to citizens and legal permanent residents of the United Kingdom.

1. Introduction

Our website, <https://www.alcester-tc.gov.uk> (hereinafter: "the website") uses cookies and other related technologies (for convenience all technologies are referred to as "cookies"). Cookies are also placed by third parties we have engaged. In the document below we inform you about the use of cookies on our website.

2. What are cookies?

A cookie is a small simple file that is sent along with pages of this website and stored by your browser on the hard drive of your computer or another device. The information stored therein may be returned to our servers or to the servers of the relevant third parties during a subsequent visit.

3. What are scripts?

A script is a piece of program code that is used to make our website function properly and interactively. This code is executed on our server or on your device.

4. What is a web beacon?

A web beacon (or a pixel tag) is a small, invisible piece of text or image on a website that is used to monitor traffic on a website. In order to do this, various data about you is stored using web beacons.

5. Cookies

5.1 Technical or functional cookies

Some cookies ensure that certain parts of the website work properly and that your user preferences remain known. By placing functional cookies, we make it easier for you to visit our website. This way, you do not need to repeatedly enter the same information when visiting our website. We may place these cookies without your consent.

5.2 Statistics cookies

We use statistics cookies to optimize the website experience for our users. With these statistics cookies we get insights in the usage of our website. We ask your permission to place statistics cookies.

5.3 Marketing/Tracking cookies

Marketing/Tracking cookies are cookies or any other form of local storage, used to create user profiles to display advertising or to track the user on this website or across several websites for similar marketing purposes.

5.4 Social media

On our website, we have included content from Facebook, Twitter and Instagram to promote web pages (e.g. “like”, “pin”) or share (e.g. “tweet”) on social networks like Facebook, Twitter and Instagram. This content is embedded with code derived from Facebook, Twitter and Instagram and places cookies. This content might store and process certain information for personalized advertising.


Please read the privacy statement of these social networks. Facebook, Twitter and Instagram are located in the United States.

6. Placed cookies


Google Analytics

Statistics






Usage

We use Google Analytics for website statistics.
[Read more](#) 

Sharing data

For more information, please read the [Google Analytics Privacy Statement](#) .

Statistics

Name	Expiration	Function
_utmz 	6 months	Store used keyword and search engine
_utma 	persistent	Store the calculation of days and time to purchase
_utmc 	30 minutes	Store time of visit
_utmb 	session	Store time of visit
_utmt 	10 minutes	Store number of service requests

▼ Details

Facebook

Marketing, Functional

Usage

We use Facebook for display of recent social posts and/or social share buttons. [Read more](#) ↗

Sharing data

For more information, please read the [Facebook Privacy Statement](#) ↗.

Marketing

Name	Expiration	Function
_fbc ↗	2 years	Store last visit
fbm* ↗	1 year	Store account details
xs ↗	3 months	Store a unique session ID
fr ↗	3 months	Provide ad delivery or retargeting
act ↗	90 days	Store logged in users
_fbp ↗	3 months	Store and track visits across websites
datr ↗	2 years	Provide fraud prevention
c_user ↗	30 days	Store a unique user ID
sb ↗	2 years	Store browser details
*_fbm ↗	1 year	Store account details

Functional		
Name	Expiration	Function
wd ↗	1 week	Read screen resolution
csm ↗	90 days	Provide fraud prevention
actppresence ↗	session	Store and track if the browser tab is active

▼ Details

Twitter

Functional, Marketing

Usage

We use Twitter for display of recent social posts and/or social share buttons. [Read more](#) ↗

Sharing data

For more information, please read the [Twitter Privacy Statement](#) ↗.

Functional		
Name	Expiration	Function
local_storage_support_test ↗	persistent	Provide load balancing functionality

Marketing		
Name	Expiration	Function
metrics_token ↗	persistent	Store if the user has seen embedded content

▼ Details		
Miscellaneous		
Purpose pending investigation		
<div>Usage</div> <div>Sharing data</div> <div>Sharing of data is pending investigation</div>		
Purpose pending investigation		
Name	Expiration	Function
dpDataLayer		
dpDocumentsRestoreAttempts		
dplsNewUser		

7. Consent

When you visit our website for the first time, we will show you a pop-up with an explanation about cookies. As soon as you click on “Save preferences”, you consent to us using the categories of cookies and plug-ins you selected in the pop-up, as described in this Cookie Policy. You can disable the use of cookies via your browser, but please note that our website may no longer work properly.

7.1 Manage your consent settings

Functional	Always active	^
The technical storage or access is strictly necessary for the legitimate purpose of enabling the use of a specific service explicitly requested by the subscriber or user, or for the sole purpose of carrying out the transmission of a communication over an electronic communications network.		
Statistics	<input type="checkbox"/>	^
The technical storage or access that is used exclusively for statistical purposes.		
Marketing	<input type="checkbox"/>	^
The technical storage or access is required to create user profiles to send advertising, or to track the user on a website or across several websites for similar marketing purposes.		

8. Enabling/disabling and deleting cookies

You can use your internet browser to automatically or manually delete cookies. You can also specify that certain cookies may not be placed. Another option is to change the settings of your internet browser so that you receive a message each time a cookie is placed. For more information about these options, please refer to the instructions in the Help section of your browser.

Please note that our website may not work properly if all cookies are disabled. If you do delete the cookies in your browser, they will be placed again after your consent when you visit our website again.

9. Contact details

For questions and/or comments about our Cookie Policy and this statement, please contact us by using the following contact details:

Alcester Town Council
Globe House
Priory Road
Alcester
B49 5DZ
United Kingdom.

Website: <https://www.alcester-tc.gov.uk>
Email: clerk@alcester-tc.gov.uk
Phone number: 01789 766084

This Cookie Policy was synchronised with cookiedatabase.org on 02/10/2023.

Approved by Finance and General Purposes Committee – 28th November 2023

Approved by Full Council – 5th December 2023

Review due December 2025