



THE DONALDSON TRUST

The National Body for Neurodiversity

Website Cookies Policy

Version: V1

Date: September 2025

Owner: Director of People and Engagement

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Document Control

Version:

Version	Date	Owner	Reviewer	Approver	Amend
V1	September 2025	Director of People and Engagement	Burness Paull	ELT	NEW

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References:

Policies:

- Data Protection Policy
- Privacy Notice (External)

Forms:

Records:

Introduction

This policy explains the various types of cookies used on the Donaldson's Trust website. These cookies help the smooth functioning of our website or, for example, may enable us to see which parts of the website are visited most often.

Scope

This policy applies to anyone using our website.

The Policy

Our website uses cookies to make our website work as you'd expect and to help provide you with the best experience we can. Cookies are small text files that are placed on your device when you browse websites to make your visit smoother and to enable website owners to analyse user behaviour.

Types of Cookies and what they are used for

Session Cookies

These cookies only persist during the duration of an individual's visit to our website (a 'session') and are destroyed on closing the browser. We use session cookies for the secure functioning of our website. They don't contain any personal information about users.

Google Analytics

We use a third party service, Google Analytics, to collect standard information about visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site, how visitors find us, how long they stay etc so we can measure the site's performance and make improvements.

Google Analytics doesn't collect or store personal information which can be used to identify who you are.

Third Party Cookies

Our website also includes functionality provided by third parties – which either set cookies on our site or are for embedded content. Those set on our site are from Facebook and Google to track user behaviour and the effectiveness of advertising.

We use third party cookies for the following purposes:

- to enable sharing to social media platforms (e.g. Facebook and Twitter)
- to embed video/audio content (e.g. YouTube and Vimeo), or
- to enable functionality in online advertising services (Google Ads, Google Analytics).

Remarketing

Google remarketing helps us reach people who have previously visited our website. If you spend time looking at the Vibe page on The Donaldson Trust website, for example, you might see an advert for Vibe on Google. These cookies also help us understand which adverts are working, so we can spend our advertising budget in the most effective ways.

[View Google's Privacy Policy](#)

[Opt out from remarketing by Google](#)

Switching Cookies Off

You can usually switch cookies off by adjusting your browser's settings to stop it from accepting cookies, or by declining to accept cookies when prompted by our website.

To find out more about cookies, including how to see what cookies have been set and how to manage and delete them: visit

<http://www.aboutcookies.org.uk/>

Please be aware that restricting cookies may impact the functionality of some areas of our website. If you choose not to allow our cookies you can still use our site but some functions may not work and your experience may not be as smooth or as enjoyable as we aim to deliver for all our users.