BPN Cookies Policy

Responsibility:	Director of Operations	Date doc. created:	March 2021
Print name sign off:	Joanna Hawkins	Last review date of doc:	March 2024
Signature:	Joanna Hawkins	Next review date:	March 2026

We ask that you read this cookie policy carefully as it contains valuable information on our use of cookies on our website.

What are cookies?

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Online service providers widely use cookies to help build a profile of users. Some of this data will be aggregated or statistical, which means that we will not be able to identify you individually.

You can set your browser not to accept cookies and the websites below explain how to remove cookies from your browser. However, some of our website features may not function as a result.

Types of cookies

The cookies we place on your device fall into the following categories:

- **Session cookies**—these allow our website to link your actions during a particular browser session. These expire each time you close your browser and do not remain on your device afterwards.
- **Persistent cookies**—these are stored on your device in between browser sessions. These allow your preferences or actions across our website to be remembered. These will remain on your device until they expire, or you delete them from your cache.
- **Performance cookies**—these cookies collect information about how you use our website, e.g. which pages you go to most often. These cookies do not collect personally identifiable information about you. All information collected by these cookies is aggregated and anonymous and is only used to improve how our website works.
- **Functionality cookies**—these cookies allow our website to remember the choices you make (such as your username, language, last action, and search preferences) and provide enhanced, more personal features. The information collected by these cookies is anonymous and cannot track your browsing activity on other websites.
- **Targeting cookies**—also known as advertising cookies, these cookies are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement on our website and help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website, and this information is shared with other organisations such as advertisers.

The cookies we use.

The table below provides more information about the cookies we use and why:

The cookies we use	What they do
1st Party (Best Practice Network Ltd) - Persistent / Session Cookies PHPSESSID, bpn	These are used to remember your session on the site and allows us to remember you once logged in or recalling an application form. It facilitates registering for our services and logging in to our services.
3rd Party (Silktide Ltd) - Functionality / Session Cookies ADMINDYNSRV, DYNSRV, cookieconsent_dismissed, has_js	These are used by Silktide to determine if cookie consent has been dismissed, and the capability of the user's browser to enable site features.
3rd Party (Mailchimp) – Functionality Cookies _abck, _pin_unauth, nmstat, _mcid	These are used by Mailchimp to allow users to sign up to the Best Practice Network newsletter.
3rd Party (Zendesk) – Functionality / Session Cookies _cf_bm, _business_flagsA, _business_nA, _biz_pendingA, _biz_uid, sparrow_id, sparrow_init, CONSENT	These are used by Zendesk to provide chat functionality. This includes the ability to sign into the chat function using Facebook or Google. Cloudflare is utilised by Zendesk to provide content within the chat functionality.
3rd Party (Facebook Inc) – Performance Cookies datr, fr, sb, wd	Facebook uses these to help show which visitors have arrived on the site through a related advertising campaign, allowing us to optimise adverts that appear on other websites.
3rd Party (Twitter Inc) – Functionality / Targeting Cookies _ga, _twitter_sess, external_referer, guest_id, personalization_id, syndication_guest_id	Twitter uses these to deliver the Best Practice Network Twitter feed on the website. If logged in to Twitter, their feed will enable functionality based on your current login – such as liking or retweeting a tweet.
3rd Party (Google Inc) – Performance Cookie _ga	These provide a web analytics service provided Google Inc which uses cookies to show us how visitors found and explored our site, and how we can enhance their experience. It provides us with information about the behaviour of our visitors (e.g. how long they stayed on the site, the average number of pages viewed) and tells us how many visitors we have had.

How we use your cookies

Best Practice Network may request cookies to be set on your computer or device. Cookies are used to let us know when you visit our website, how you interact with us and to make your experience using the website better for you. The cookies we collect will differ depending on what you are looking at on our website. You can adapt your cookie preferences, but by blocking certain types of cookies it may mean that your experience on the website is impacted.

Consent to use cookies.

We will ask for your permission (consent) to place cookies or other similar technologies on your device, except where these are essential for us to provide you with a service that you have requested.

There is a link on our home page to a cookie webpage which describes how we use cookies and links to this policy.

How to turn off cookies

If you do not want to accept cookies, you can change your browser settings so that cookies are not accepted. If you do this, please be aware that you may lose some of the functionality of this website. For further information about cookies and how to disable them please go to the Information Commissioner's webpage on cookies: **https://ico.org.uk/for-the-public/online/cookies/**.

How to contact us

If you have any questions about this cookie policy, please send an email to: **joannahawkins@bestpracticenet.co.uk** or call 0117 920 9421.