FAKENHAM RACECOURSE COOKIE POLICY

This website uses cookies to distinguish you from other users. This helps us to provide you with a positive user experience and also allows us to improve the website.

In the table below you'll see a description of each cookie that we use, what it does and whether or not it collects personal data about you. Personal data means data which identifies or can be used to identify you as an individual, including online identifiers such as your IP address. It also includes pseudonymous identifiers (e.g. strings of numbers or letters) if it is possible for us to identify you from these. Information about what happens with the data collected from cookies can be found in our Privacy Policy.

By using this website you consent to use our cookies. If you do not agree, then you can block cookies in your browser but your browsing experience may be adversely affected. Should you wish to remove or not use cookies from our site you can learn how to do this below, however doing so may mean that our site will not work as you would expect.

Our cookies help us:

• Make this website work as you'd expect.

• Remember your settings during and between visits.

• Improve the speed/security of the website.

• Allow you to share pages with social networks like Facebook, Twitter etc.

• Continuously improve our website for you.

• Make our marketing more efficient (ultimately helping us to offer you the best the service we can).

Cookies and How We Use Them

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

Importantly, we use cookies to make our website work including:

• Remembering if you have accepted our terms and conditions.

• Remembering if we have already asked you certain questions.

Furthermore, we use the following cookies:

• **Strictly necessary cookies**. These are cookies that are required for the operation of the website. They include, for example, cookies that enable you to log into secure areas of the website, or use any of our website services and interactions.

• **Analytical/performance cookies.** These allow us to recognise and count the number of visitors and to see how visitors move around the website when they are using it. This helps us to improve the way the website works, for example, by ensuring that users are finding what they are looking for easily. We use Google Analytics, a web analytics service provided by Google, Inc. Google Analytics sets a number of cookies (default is 4) in order to evaluate your use of the site and compile reports for us on activity on the site.

- **Functionality**. These are used to recognise you when you return to the website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

- **Targeting cookies**. These cookies record your visit to the website, the pages you have visited and the links you have followed. We will use this information to make the website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie Name	Cookie Type	Purpose
WordPress Cookies	First party	WordPress uses cookies, or tiny pieces of information stored on your computer, to verify who you are. There are cookies for logged in users and for commenters.
Cookie bar cookie	First party	Identifies if you have accepted cookies to remember the state of the cookie bar.
Google Analytics	Third party	Determine which domain to measure Distinguish unique users Throttle the request rate Remember the number and time of previous visits Remember traffic source information Determine the start and end of a session Remember the value of visitor-level custom variables.
Google Maps	Third party	Cookies store user preferences and information for Google maps
Mailchimp	Third party	Used to check whether emails have been opened.

Our site, like most websites, includes functionality provided by third parties. Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

Turning cookies off

Cookies can easily be deleted by selecting the options on your browser or you can visit *this link* for more information on how to delete them.

Unless you've adjusted your browser settings so that they'll delete or refuse cookies, cookies will be issued or reissued when you log on to our website. If you do decide to delete or refuse cookies but subsequently decide that you would in fact like to allow cookies, you should adjust your browser settings and continue using our website. Cookies will then be sent to and from our website.

For more information on how businesses use cookies and how to manage cookies you can visit the following third party websites:
- *allaboutcookies.org*
- allaboutcookies.org/manage-cookies/index.html

Personal data, as defined in our Privacy Policy is collected by the cookies we use, and these are listed in the table above. Our Privacy Policy explains why we collect this data, what we do with it, our legal basis for collection and information about your rights under data protection law.

Cookies and Browser Settings

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of the website. More information on how to set your browser's parameters in relation to cookies can be found at www.cookielaw.org and other independent advice websites.