Pratham UK Websites and Cookie Policy

We take your privacy seriously, whether you visit our websites or contact us in other ways. We know that sharing your information with us requires great trust, so we want you to be confident it's being looked after.

Please read through this statement carefully. By disclosing your information to us, you consent to the collection and use of your information in the manner described.

Cookies on our website

Like most websites, we use data from our servers and cookies to better understand how people use our website. We don't collect personal information that would identify you unless you choose to share that with us. When using our website, you don't have to give any personal data to us—doing that is voluntary.

What are cookies?

A cookie is a small piece of data, which is stored on your device e.g. computer or mobile device.

We use cookies to:

- collect anonymous data on how visitors use our websites

- allow targeted advertising on other websites

We don't store any information that would identify you personally in the cookies we create, but we do look at trends and patterns to try to improve your experience of using our website.

How you can manage cookies on your device

You don't have to do anything to accept cookies set by Pratham UK, by continuing to use this site you are giving your consent to receive them.

If you want to restrict or block cookies, you need to do this by changing the settings in your browser to reject them from this site. For more information, see this guide to disabling cookies for different browsers, or use your browser's help function or handset user manual.

You can find out more by visiting: www.aboutcookies.org and www.allaboutcookies.org, which also provide details on how to delete cookies from your computer and general information about cookies.

(Please note that we can't be responsible for the content of external websites).

Please be aware that restricting or blocking cookies may impact on the functionality of the Pratham UK website.

Cookies that we use

Here are a list of the cookies that we use and what we use them for. In common with many sites, we have classified them as:

Necessary

Cookies required to enable key functions on our site such as registration for events or downloading information.

Performance

Used to enhance site performance. These cookies don't collect information that identifies a user. All information that these cookies collect is aggregated and therefore anonymous, e.g. Google Analytics and Meta Pixel – used to track the performance of the website – popular content, entry and exit points, browsers and hardware used etc to monitor site performance.

Functionality

Used for particular site functions that are not essential to using this site.

Advertising

Used to place Pratham UK advertising on third-party sites.

Session cookies are placed on your device for the duration of your browsing session, and are deleted when you close your browser. Persistent cookies will remain for a certain number of days or months.

Other websites, such as social media sites, may also set cookies if you click on links to their site.

How do we use this information?

We analyse trends and patterns in the data cookies provide so that we can improve your website experience. This helps us identify problems with the website, ensure we are giving users the information they need, and monitor the number of people we are reaching with our work.

We don't share any personal data that you supply, although we may share information about general user trends with our partners and donors. We also don't track user behaviour after you have left our site, although you may see Pratham UK banners or advertisements on other websites.

Advertisements on other websites

After visiting our website, you may see personalised banner advertisements on other websites. This relates to content viewed while browsing our website on your computer or other devices.

We use reputable third-party specialist partners to do this, again using cookies placed on your computer or other devices. If you would like to prevent this, you can block cookies from your browser. Read more on how to block cookies.

Online donations

All your transactions are secure and meet strict compliance standards including HMRC, the Charity Commission, Payment Card Industry (data security standards) and the Data Protection Act.

This means any data sent to and from our secure servers is encrypted to prevent fraud. Credit card details are not kept following a transaction. Our online donations are managed by Stripe (for single credit or debit card donations). Donations can also be made through the third-party PayPal service and other third-party sites, including, but not limited to, Just Giving.

Third party websites

This website and cookie policy does not apply to third party sites that you may access from this website. We encourage you to consult the privacy policy of any third-party site before disclosing any personal information.

We may update this policy from time to time and shall indicate on this page when changes have been made.

All the data we collect and store is managed in strict accordance with the Data Protection Act (1998), the Privacy and Electronic Communications Regulation (PECR), and the General Data Protection Regulation (GDPR).

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