

YoungMinds Cookie Policy

Please read this cookie policy carefully as it contains important information on how we use cookies on our website. This policy should be read together with our [Privacy Policy](#) which sets out how and why we collect, store, use and share personal information generally. It also sets out your rights in relation to your personal information and details of how to contact us and supervisory authorities (organisations that make sure we're following the right rules and regulations) if you have a complaint.

This website is operated by Element 78 Solutions Limited. We are YoungMinds, UK's leading charity fighting for children and young people's mental health. For more information see our [about us page](#).

What are cookies?

Cookies are small text files that are stored on your computer, phone or any device you use to access our website. They are used on most websites.

When you visit the YoungMinds website, we use these cookies stored on your device to help us improve the website with things like making our pages easy to find and look through, more informative and user friendly. It helps us improve our services to young people, parents and carers as well as professionals working with young people.

These cookies are downloaded and stored when you visit our website and can be used at a later date. They also help us to recognise you and your device and store some information about your preferences or past actions. This is things like if you've visited our website before and you've come back and what pages you look at.

Types of cookies

Necessary cookies

These cookies are necessary for our website and services to operate (work). They do not access or store any personal data. Our website cannot function without these cookies, so they are always set on.

Performance Cookies

Performance Cookies also known as analytic cookies allow us to measure and report on website activity. This includes things like how many people came to our website, how users look at different pages, how they find different pieces of information and when they are using our website. This helps us to improve the way our website works for you.

Analytics cookies are also used to identify devices looking at our website and third-party sites like Instagram or YouTube to see if there is any abuse happening on these sites. Analytic cookies do not collect information that directly identify you as an individual.

Marketing Cookies

Marketing cookies or any other form of local storage is used to create user profiles to send advertising (ads about other websites that might be helpful to you). They are also used to track a user across several websites for marketing purposes. Some of these cookies include cookies from third party sites who can collect data about the user and combine it with other cookies from websites to display adverts.

Third party cookies

Some of the cookies that are used for analytics or marketing are third party cookies. These cookies are from other websites that help us with the performance of our website and help us understand how you are looking at our site. The third-party sites include but are not limited to:

- Google Analytics
- YouTube
- Facebook
- LinkedIn
- HotJar
- Mailchimp

Consent to use cookies and changing settings.

We will ask for your consent to place cookies or other similar technologies on your device, except where they are essential for us to provide you with a service that you have requested (e.g. to enable you to put items in your shopping basket and use our check-out process).

You can withdraw any consent to the use of cookies or manage any other cookie preferences by clicking the button that says 'manage cookies' which sits on the footer of our website. You can also switch different types of cookies on or off using the slider buttons. It may be necessary to refresh the page for the updated settings to take effect.

Cookies List

The tables below provide details about the cookies we use. We've included information on the duration of each cookie, its purpose and if its owned by a third party.

Cookie	Cookie Owner	Cookie Description/ Purpose	Cookie Duration	Whether cookie is essential for us to provide you with a service that you have requested and whether we will seek your consent before we place the cookie. E.g. Yes, essential (we will therefore not request your consent before placing this cookie) or no, will therefore request your consent before placing this cookie.

_fbp	Facebook	This cookie is used to store and track visits across websites.	3 months	<p>This cookie is set by Facebook as part of their embedded services on our websites (likes, sharing etc.).</p> <p>This includes Meta Pixel which shares user engagement on our website with Facebook and Instagram. The data collected helps us display ads to the most relevant people and tells us how people are interacting with our promotions. These measures make our ads perform better.</p> <p>No, will therefore request your consent before placing this cookie.</p>
IDE	Google (YouTube)	This cookie provides advert delivery or retargeting.	13 months	No, will therefore request your consent before placing this cookie
AEC	Google	This cookie ensures that requests within a browsing session are made by the user and no other site. They prevent malicious sites from acting on behalf of the user.	6 months	No, will therefore request your consent before placing this cookie
CONSENT	Google	This cookie is used to store cookie consent preferences.	13 months	No, will therefore request your consent before placing this cookie
SOCS	Google	This cookie is used to store a user's state regarding their cookie's choices	13 months	No, will therefore request your consent before placing this cookie

_ga	Google Analytics	This cookie is used to store and count pageviews.	12 months	No, will therefore request your consent before placing this cookie
ga*	Google Analytics	This cookie is used to store and count pageviews.	12 months	No, will therefore request your consent before placing this cookie
_gat_UA*	Google Analytics	This cookie provides technical monitoring; it is a Google Analytics cookie to enable the request to pass through.	12 months	No, will therefore request your consent before placing this cookie
_gcl_a	Google Analytics	This cookie is used by Google Analytics to understand the user's interaction with the website. It also stores and tracks conversions.	expires after session	No, will therefore request your consent before placing this cookie
_gid	Google Analytics	This cookie store and count pageviews.	24 hours	No, will therefore request your consent before placing this cookie
OTZ	Google Analytics	This cookie by Google Analytics to provide an aggregate analysis of website visitors.	1 month	No, will therefore request your consent before placing this cookie
_GRECAPTCHA	Google reCAPTCHA	This cookie is used to distinguish between human and automated access to	5 months	No, will therefore request your consent before placing this cookie

		websites and to provide spam protection.		
_hjAbsoluteSessionInProgress	Hotjar	This cookie is used to store unique visits to the website.	expires after session	No, will therefore request your consent before placing this cookie
_hjSession_719109	Hotjar	This cookie ensures that subsequent requests within the session window of the user will be attributed to the same Hotjar session.	expires after session	No, will therefore request your consent before placing this cookie
_hjSessionUser_719109	Hotjar	This cookie ensures that subsequent requests within the session window of the user will be attributed to the same Hotjar session.	12 months	No, will therefore request your consent before placing this cookie
_hjIncludedInPageviewSample	Hotjar	This cookie is used determine whether the visitor is included in the data sampling defined by our website's daily session limit.	expires after session	No, will therefore request your consent before placing this cookie
_hjIncludedInSessionSample	Hotjar	This cookie is used to determine whether that visitor is	expires after session	No, will therefore request your consent before placing this cookie

		included in the data sampling defined by our website's daily session limit.		
lang	LinkedIn	This cookie is used to remember a user's language setting to ensure LinkedIn.com displays in the language selected by the user in their settings.	expires after session	No, will therefore request your consent before placing this cookie
Analytics SyncHistory	LinkedIn	This cookie is used store information about the time a sync took place with the lms_analytics cookie.	1 month	No, will therefore request your consent before placing this cookie
bcookie	LinkedIn	This is a browser Identifier cookie to uniquely identify devices accessing LinkedIn to detect abuse on the platform.	12 months	No, will therefore request your consent before placing this cookie
li_gc	LinkedIn	This cookie is used to store consent of guests regarding the use of cookies for non-essential purposes.	6 months	No, will therefore request your consent before placing this cookie

lidx	LinkedIn	This cookie is used to optimize data centre selection.	expires after session	No, will therefore request your consent before placing this cookie
UserMatchHistory	LinkedIn	This cookie is used for id sync process. It stores the last sync time to avoid repeating the syncing process in a frequent manner.	1 month	No, will therefore request your consent before placing this cookie
_Secure-ENID	Google	This cookie is used by for targeting purposes to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising.	12 months	No, will therefore request your consent before placing this cookie
ym.CookiesPopupAccepted	YoungMinds	This cookie is used to indicate that you have the cookie policy popup is displayed and whether you have hidden the cookie policy popup.	1 month	Yes, essential (we will therefore not request your consent before placing this cookie)
basketed	YoungMinds	This cookie is shopping basket cookie that stores the Id of the user's basket. It's also	1 month	Yes, essential (we will therefore not request your consent before placing this cookie)

		<i>used to store the content of your basket, when you are browsing the site</i>		
In_or	YoungMinds	This cookie is used to determine if Oribi// analytics can be carried out on a specific domain.	expires after session	Yes, essential (we will therefore not request your consent before placing this cookie)
ym.Enabled	YoungMinds	A cookie must be set in order for us to register your cookie preferences.	12 months	Yes, essential (we will therefore not request your consent before placing this cookie)
__RequestVerificationToken	YoungMinds	This cookie is used to stop unauthorised posting of content to a website.	expires after session	Yes, essential (we will therefore not request your consent before placing this cookie)
ym.Session	YoungMinds	This cookie is used to help persist data about your visit between pages.	expires after session	Yes, essential (we will therefore not request your consent before placing this cookie)
Web.auth	YoungMinds	Used to store details related to your authentication after you have logged in		Yes, essential (we will therefore not request your consent before placing this cookie)
Web.visited	YoungMinds	These are set when you first visit the site to ensure your browser doesn't necessarily re-		Yes, essential (we will therefore not request your consent before placing this cookie)

		download assets such as font files		
Web.analytics	YoungMinds	This cookie is used to indicate that you have opted in to tracking and analytics		Yes, essential (we will therefore not request your consent before placing this cookie)
_hjMinimizedPolls	Hotjar	This cookie is used to store if a message has been dismissed.	13 months	No, will therefore request your consent before placing this cookie
_hjTLDTTest	Hotjar	This cookie is used to determine the most generic cookie to use, instead of the page hostname. This is done so that cookies can be shared across subdomains (where applicable). To determine this, we try to store the _hjTLDTTest cookie for different URL substring alternatives until it fails. After this check, the cookie is removed.		No, will therefore request your consent before placing this cookie
_guid	LinkedIn	This cookie is used to identify a LinkedIn Member for advertising		No, will therefore request your consent before placing this cookie

		through Google Ads.		
li_mc	LinkedIn	This cookie is used as a temporary cache to avoid database lookups for a member's consent for use of non-essential cookies and used for having consent information on the client side to enforce consent on the client side.	3 months	No, will therefore request your consent before placing this cookie
liap	LinkedIn	This cookie is used by non-www.domains to denote the logged in status of a member.	6 months	No, will therefore request your consent before placing this cookie
sdsc	LinkedIn	This cookie ensures that user-inputted content is immediately available to the submitting user upon submission.	3 months	No, will therefore request your consent before placing this cookie
lms_analytics	LinkedIn	This cookie is used to identify LinkedIn Members off LinkedIn for analytics	Expires after the session	No, will therefore request your consent before placing this cookie

lms_ads	LinkedIn	This cookie is used to identify LinkedIn Members off LinkedIn for advertising.	1 month	No, will therefore request your consent before placing this cookie
_fbp, _gid, _gcl_a, _ga	Curator	Third party platform that allows websites to embed their organisation's social media channels on their websites. Curator uses Google Analytics and Facebook for the integrations in order to display social media and video content.		In some rare instances, Curator cookies will appear when you have either accepted or rejected our cookies if you have visited the website curator.io and accepted cookies on the curator.io website or app.
	Mailchimp	<p>Mailchimp is a third party email marketing platform that is used to send out emails to our subscribers on behalf of the organisation.</p> <p>Mailchimp tracking is used to understand what pages on our website were visited from an email marketing campaign. Mailchimp uses the data to link</p>		No, will therefore request your consent before placing this cookie

		visits on our website to users who have engaged with our emails. Mailchimp uses Google Analytics and Facebook Meta Pixel as part of it's services.		
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Third party access to the cookies

The cookies we use will only be accessed by us and those third parties named in the table above for the purposes referred to in this cookie policy. Those cookies will not be accessed by any other third party.

- [Hotjar cookie policy and table](#)
- [LinkedIn Cookie Policy and Table](#)
- [Google Cookie Policy](#)
- [Facebook Cookie Policy](#)
- [Curator Privacy Policy](#)
- [Mailchimp Cookie Policy](#)

Managing cookies

You can update your cookie preferences by clicking on the 'manage cookies' button which is on the footer of our website.

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set, visit www.aboutcookies.org or www.allaboutcookies.org.

Find out how to manage cookies on popular browsers:

- [Google Chrome](#)
- [Microsoft Edge](#)
- [Mozilla Firefox](#)
- [Microsoft Internet Explorer](#)
- [Opera](#)
- [Apple Safari](#)

To find information relating to other browsers, visit the browser developer's website.

To opt out of being tracked by Google Analytics across all websites, visit <http://tools.google.com/dlpage/gaoptout>.

How to contact us

If you require further information or you have questions about the cookie policy or the information we hold about you, please contact our Data Protection Manager at:
dataprotectionmanager@youngminds.org.uk

Young Minds will periodically update this cookie list to reflect changes in cookie usage.