

## Cookies Policy

**Last updated: 4 January 2023**

It's a Penalty ("we", "our", "us"), and certain third parties, use cookies ("**Tracking Technologies**") to collect personal data and to store information or gain access to information stored on your device, when you use our website (at <https://itsapenalty.org/>) (our "**Website**"). This policy tells you more about Tracking Technologies and how we use them in our Website.

If you do not accept the use of these Tracking Technologies, please disable them by following the instructions in this policy below or by changing your browser settings so that Tracking Technologies from our Website cannot be placed on your computer or device.

We may change this policy from time to time. If we make any material changes to the way we handle your personal data in relation to Tracking Technologies, we will let you know by posting an updated version of this policy on our Website.

### **1. WHAT ARE TRACKING TECHNOLOGIES?**

When you visit or access our Website, we use (and authorise third parties to use) cookies and plugins.

**Cookies.** Cookies are small text files, stored on your browser, that uniquely identify your browser or device. Cookies improve your user experience, for example, by enabling our Website to: (i) recognise new and repeat visitors, (ii) remember your preferences, (iii) measure Website traffic on a country-by-country basis, and (iv) work in an efficient way. You can find more information about cookies at [www.allaboutcookies.org](http://www.allaboutcookies.org).

Tracking Technologies can remain on your device for different periods of time. Some Tracking Technologies exist only while your browser is open. These are deleted automatically once you close your browser. Other Tracking Technologies are "permanent", meaning that they survive after your browser is closed. They can be used by us to recognise your device when you open your browser and browse the internet again.

### **2. HOW DO WE USE TRACKING TECHNOLOGIES?**

We use third party Tracking Technologies. Third party Tracking Technologies are set by a third party (such as analytics providers and business partners).

We use Tracking Technologies that perform the following functions:

- **Essential Tracking Technologies**, which are essential to the functioning of our Website, to provide a service requested by you or to comply with the law (e.g. the security requirements of data protection law). We do not need to obtain your consent in order to use these Tracking Technologies and these Tracking Technologies cannot be turned off as we cannot provide our Website without them.
- **Functionality Tracking Technologies**, which allow us to remember choices you make and provide enhanced and personalised features, e.g. to show you when you are logged in.
- **Performance Tracking Technologies**, which enable us to collect information about your online activity (e.g. the duration of your use of our Website), including behavioural data and content engagement. They allow us to provide you with a better user experience and to maintain, operate and continually improve our Website.

- **Social Media Tracking Technologies**, our website includes social media features, such as Facebook “Share” buttons. These features are either hosted by a third party or hosted directly on our Website (in which case you can manage them as explained below) and enable us or the social network to obtain information about how you interact with our Website or the social network. In addition, where we have a presence on social media platforms, those platforms will set Tracking Technologies on your device when you visit our pages on their platforms so that we can obtain statistical information about how you interact with our social media presence. The cookies policy of the social media platform should explain how you can manage the Tracking Technologies that they set or you may also be able to manage these Tracking Technologies through using your browser settings, as explained below.

The table below sets out the types of Tracking Technologies our partners use in connection with our Website, and the purposes for which they are used.

Provider	Name	Function and purpose	Duration	How to disable
Google Analytics Third party	'_ga'	Google Analytics is a web analytics tool that helps us understand how users engage with our Website. Like many services, Google Analytics uses first-party cookies to track user interactions, as in our case, where they are used to collect information about how users use our Website. This information is used to compile reports and to help us improve our Website. The reports disclose Website trends without identifying individual visitors. For more information on Google Analytics, see <a href="#">here</a> .	Two years	Please see the instructions set out in 'Changing your settings' below.
Google Analytics Third party	'_gid'		24 hours	
Google Analytics Third party	'_gat_gtag_xxxx xxxxxxxxxxxxxxxxxx xxxxxxxx'		1 minute	
Stripe Third party	'__stripe_sid'	For processing payments and to aid in fraud detection.	30 minutes	Not applicable. Essential cookies cannot be disabled.
Stripe Third party	'__stripe_mid'		1 year	
Stripe Third party	'cookie-perms'	Identifies whether or not a web browser has displayed our privacy policy banner.	6 months	Please see the instructions set out in 'Changing your settings' below.

To understand how these third parties use cookies, please review their cookies policies:

- Google: <https://policies.google.com/technologies/cookies?hl=en-US#types-of-cookies>
- Stripe: <https://stripe.com/cookies-policy/legal>

Should we choose to use other cookies in the future, this policy will be updated and your consent will be requested prior to our use of these new cookies on our Website.

### 3. CHANGING YOUR SETTINGS

We use Tracking Technologies when providing our Website to make sure you can use and enjoy our Website easily. Some of these Tracking Technologies are essential and we can't provide our Website without them, but there are others that can be turned off. You have the right to choose whether or not to accept these optional Tracking Technologies. However, please note that if you choose to refuse Tracking Technologies you may not be able to use the full functionality of our Website.

Most browsers allow you to change your settings so that you can:

- See what Tracking Technologies are used on your device and delete all non-essential Tracking Technologies on a collective basis
- Block third party Tracking Technologies
- Block Tracking Technologies from particular websites
- Block all Tracking Technologies from being set
- Delete all Tracking Technologies when you close your browser (although deleting cookies means that any preference settings you have made on our Website may be lost)

For more information on how to manage your browser settings, please see below:

- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Edge](#)
- [Cookie settings in Firefox](#)
- [Cookie settings in Chrome](#)
- [Cookie settings in Safari](#)

If you have disabled one or more Tracking Technologies, we will still use information collected from Tracking Technologies prior to your disabled preference being set; however, we will stop using the disabled Tracking Technologies to collect any further information.

You can opt out of Google Analytics without affecting how you visit our Website – for more information on opting out of being tracked by Google Analytics across all websites you use, visit this Google page: <https://tools.google.com/dlpage/gaoptout>.

### 4. CONTACT US

If you have any questions or comments about this policy, please send an email to [hello@itsapenalty.org](mailto:hello@itsapenalty.org).