

## Cookies Policy

Our website uses cookies, as almost all websites do, to help provide you with the best experience we can. Cookies are small text files that are placed on your computer or mobile phone when you browse websites.

Visitors to our website are given the opportunity to opt out of non-essential cookies.

Our cookies help us:

- Make our website work as you'd expect
- Remember your settings during and between visits
- Improve the speed/security of the site
- Allow you to share pages with social networks like Facebook
- Continuously improve our website for you

We do NOT use cookies to:

- Collect any personally identifiable information (without your express permission)
- Collect any sensitive information (without your express permission)
- Pass personally identifiable data to third parties
- Pay sales commissions

You can learn more about the cookies we use and other platforms we link to below:

Name	Purpose	Provider
cookie-agreed; MCPopupClosed	Used by the website to remember cookie preferences.	The Wildlife Trusts
Player; Vuid	Used to embed videos from Vimeo using	Vimeo – <a href="#">Vimeo privacy policy</a>

	<p>cookies that we consider essential to the video player experience. Does not use third-party analytics or advertising cookies.</p>	
JSESSIONID	<p>Anonymously maintains a user's browsing session on the website to allow us to monitor and troubleshoot website performance.</p>	<p>New Relic – <a href="#">New Relic privacy policy</a></p>
en_sessionId	<p>Maintains a user's browsing session on the website when participating with our online campaigning activities.</p>	<p>Engaging Networks - <a href="#">Engaging Networks privacy policy</a></p>
IDE; _ga; _gat; _gat_UA-xxxxxxx-xx; _gid	<p>Used to understand website usage including how users found and explored our site</p>	<p>Google – <a href="#">Google privacy policy</a></p>

	<p>and how their experience can be enhanced. Google also provides campaign tracking, advertising and website functionality services</p>	
<p>__stripe_mid; __stripe_sid</p>	<p>Used for making card transactions on the website. Provided by Stripe.com which allows online transactions without storing any credit card information.</p>	<p>Stripe – <a href="#">Stripe privacy policy</a></p>
<p>AKDC; LANG, X-PP-SILOVER; akavpau_ppsd; enforce_policy; nsid; ts; ts_c; tsrce; x-csrf-jwt; x-pp-s</p>	<p>Used to support payment services.</p>	<p>Paypal - <a href="https://www.paypal.com/uk/webapps/mpp/ua/cookie-full">https://www.paypal.com/uk/webapps/mpp/ua/cookie-full</a></p>
<p>_fbc; _fbp; fr</p>	<p>Used by Meta for sharing content, conversion tracking, optimisation and creating audiences for Facebook</p>	<p>Meta (Facebook, Instagram, Threads) – <a href="#">Facebook privacy policy</a></p>

	Ads and marketing	
_AVESTA_ENVIRONM NT	Used for managing subscriptions to e-news	Mailchimp – <a href="#">Mailchimp privacy policy</a>
_ga; _gat; _gid; AS; Csrftoken; Eblang; G; janus_re; mgref; SP; SS; ebGAClientId, lux_uid; SERVERID	Used to deliver event booking services and content tailored to the user's interests.	Eventbrite - <a href="https://www.eventbrite.co.uk/support/articles/en_US/Troubleshooting/eventbrite-cookie-policy?lg=en_GB">https://www.eventbrite.co.uk/support/articles/en_US/Troubleshooting/eventbrite-cookie-policy?lg=en_GB</a>
_hjSessionUser_xxxxxx; _hjFirstSeen; _hjAbsoluteSessionInProgress; _hjIncludedInSessionSample; _hjSession_xxxxxx; _hjIncludedInPageviewSample	Anonymously analyses how the website is being used to improve the user experience.	Hotjar - <a href="#">Hotjar - Privacy Policy</a>
_mitingu_session	Used to manage the events booking platform	Mitingu – <a href="#">Mitingu privacy policy</a>
bSession; client-session-bind; hs; server-session-bind ; svSession ; XSRF-TOKEN	Anonymously analyses how the website is being used and to improve the user experience.	HERC

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 and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org)

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

We also use data such as email for tracking purposes. Hashed data is used to create targeted advertising for our fundraising and campaigning activities on social media and web platforms.

Hashing means that data such as email addresses are turned into unreadable codes for security and privacy during data transfer. We delete the hashed data after a short period of time and it's not used for any other purpose.

This helps us reach and inspire new people to take meaningful action for nature and to create an inclusive society where nature matters. It's both cost-effective and helps us grow support for wildlife.

If you opt into Marketing Cookies when using our website we will employ Google Analytics, a web analysis service provided by Google LLC. We also employ Google Ads conversion tracking, Google remarketing and Google Signals, all of which are services offered by Google.

We implement Google Analytics to track, monitor and report on website traffic. Google Analytics uses cookies and similar technologies to analyse and enhance our website based on how people use it and their behaviour on the website.

Google Ads conversion tracking and Google Ads remarketing employ cookies and similar technologies to measure the performance of our advertising and to display personalised advertising messages on websites collaborating with Google. This helps us to efficiently reach people to support our work and protect wildlife for the future.

Google Signals, integrated with Google Analytics, creates data reports from multiple platforms or devices from people who are signed into their Google accounts, but only if they have enabled personalised advertising within their account. This information may include a person's location, search history, YouTube history and data from sites that partner with Google. It is used to provide aggregated and anonymous insights into behaviours across more than one device.

You can opt out of Google Analytics Advertising Features through various settings and tools provided by Google including from within your Google account settings, ad settings for mobile apps, Google Analytics opt-out browser add-on and NAI's consumer opt-out. For more information, please refer to Google Privacy Controls. <https://safety.google/privacy/privacy-controls/>

**Last updated: June 2026**