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# Cookies Policy

Here at **horse**scotland we want to reassure you that your privacy is respected and safe in our hands. We only ever collect information from you that helps us to help you get the most out of your visit to our site. For more details, please read **horse**scotlands full Privacy Policy.

## What is a cookie?

A cookie is simply a small text file. It isn't a program and doesn't actively do anything on your computer.

## Why do we use cookies?

As with many other websites, we use cookies for several reasons, the main one being:

To monitor and measure what visitors do on our website. This allows us to know what areas of the site are popular, how often visitors come back, where they come from, whether they are using a PC or a mobile device and so on. Knowing how our site is being used means we can enhance users' experience in future.

If you still decide to opt out, you have two options:

- You can adjust the settings on your internet browser to prevent cookies being downloaded. How this is done varies according to which browser you are using and we recommend you refer to the appropriate online help guides.
- You can opt out of receiving specifically those cookies we use to track how people are using our site. Details of how to disable the Google Analytics outlined below. **horse**scotlands use of cookies is governed by our Privacy Policy.

## Cookie types

When visiting **horse**scotlands' website you may have the following cookies placed on your computer:

## Session cookie

This cookie lasts for the duration of your visit. It is destroyed when you close the browser or navigate away from the **horse**scotlands site you are browsing.

### Visit tracking cookie

These cookies are used by **horse**scotland to track repeat visitors to our sites. We do this so we can build up a picture of how visitors use our sites and how best to improve our service.

### Cookies we use

The following lists the cookies used on the main **horse**scotlands website:

### First party cookies

**Google Analytics:**

Cookie: __utma, __utmb, __utmc, __utmz

These cookies are used to collect analytical information about how visitors use our site. All web traffic and usage information is collected in an aggregate and anonymous form. **horse**scotland use this information for analytical purposes to evaluate the performance of their marketing campaigns, to compile reports and to make improvements to website content and user experience.

**Google privacy information:** http://www.google.com/intl/en/policies/privacy/

You can opt out of Google Analytics tracking by installing a browser plug-in from http://tools.google.com/dlpage/gaoptout

**ShareThis:**

Cookie: __unam

This cookie is set by the ShareThis social sharing widget. It allows ShareThis to count the number of unique users that share content and how many page views are generated from the resulting share. This cookie is used for analytical purposes and it doesn't link to personal information. Even though it is a first party cookie, **horse**scotland have no control over it.

ShareThis privacy policy and tracking opt-out: http://sharethis.com/privacy

### Third party cookies

**ShareThis:**

Cookies: __stid, __uset, UID, UIDR

ShareThis buttons make it easy for you to share content with your contacts on Facebook, Twitter, Google+ and other social websites. These cookies are used to identify you and your sharing behavior. Currently, ShareThis will not use collected information to serve you interest-based ads if you are based outside of the United States.

ShareThis privacy policy and tracking opt-out: http://sharethis.com/privacy

**Twitter:**

Cookies: __utma, __utmb, __utmc, __utmz, _twitter_sess, auth_token, auth_token_session, guest_id, js, k, h, lang, original_referer, secure_session, twid, twll

These cookies are set by the Twitter plugin on the **horse**scotland homepage. The majority of Twitter cookies are set if you are logged into your Twitter account. Twitter use collected information for analytical purposes and to tailor content based on your interests, for example they will suggest who you should follow on Twitter. Tailored content is stored with only the browser cookie ID and is separated from other Twitter widget data such as page-visit information. After a maximum of 10 days, Twitter start the process of deleting or aggregating Widget Data, which is usually instantaneous but in some cases may take up to a week.

Twitter privacy policy: https://twitter.com/privacy

Twitter content personalisation information and opt-out:
http://support.twitter.com/articles/20169421

**Information about Cookies**

More information about Cookies including how to opt out of using them is available at http://www.allaboutcookies.org/