

Santhem Residences and Santhem Care Cookie Policy

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Author	Head of Compliance & Data Protection Officer
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If you have any questions or concerns regarding the content of this policy, please email Nick Banister Dudley, Data Protection Officer on dpo@hallmarkcarehomes.co.uk.

1. What is a cookie?

A cookie is a small text file that is downloaded onto ‘terminal equipment’ (e.g., a computer or smartphone) when the user accesses a website. It allows the website to recognise that user’s device and store some information about the user’s preferences or past actions.

2. Why do we use cookies?

We use cookies to make our website run properly as well as to provide relevant advertising. We also use cookies for statistical purposes to analyse how our website is being used by visitors.

We have a range of cookie providers, such as:

- Google Analytics: These cookies assist us in monitoring your use of our site, tracking the duration of your visit to our site and where you found our site (e.g., through a search engine). More information can be found [here](#).
- CloudFlare: This cookie is to help the security of the website. The cookie is used by the CloudFlare network through which the website is served. This should expire in 1 year. More information can be found [here](#).

3. What cookies do we use?

We use 3 types of cookies on our website. Those that are necessary, those that are functional and those that are analytical and relate to marketing activities.

More detail about the cookies we use, can be found in sections 4, 5, 6 and 7, below.

4. Necessary cookies

These cookies are used to ensure our website is useable by providing basic functions like page navigation.

The following table provides detail of the necessary cookies we use, each of their purposes, who provides them and how long we hold the data for.

Cookie name	Provider	Purpose	Retention period
CookieLawInfoConsent	GDPR Cookie Consent	Records the default button state of the corresponding category along with the status of California Consumer Privacy Act (CCPA). It works only in coordination with the primary cookie, viewed_cookie_policy. Contain values of both viewed_cookie_policy	At least one web session

Cookie name	Provider	Purpose	Retention period
		and cookieLawinfo-checkbox-necessary/cookieLawinfo-checkbox-non-necessary along with CCPA values.	

5. Functional cookies

These cookies help us understand how our website visitors and to enable you to have a good experience on our website.

The following table provides detail of the functional cookies we use, each of their purposes, who provides them and how long we hold the data for.

Cookie name	Provider	Purpose	Retention period
__stripe_mid	Stripe	Functional cookie to provide fraud prevention.	1 year
__stripe_sid	Stripe	Functional cookie to provide fraud prevention.	30 minutes
cookieLawinfo-checkbox-necessary	GDPR Cookie Consent	Functional cookie to record whether cookies can be placed.	1 year
cookieLawinfo-checkbox-non-necessary	GDPR Cookie Consent	Functional cookie to record whether cookies can be placed.	1 year
unicodeAI.css	Unicode	This cookie contains runtime information about the viewport and screen resolution, these data are used on any page refresh to calculate the correct Adaptive Images. No personal information is stored within this cookie.	Session cookies, deleted when you close your web browser.
unicodeAI.images	Unicode	This cookie contains runtime information about	Session cookies, deleted when you close

Cookie name	Provider	Purpose	Retention period
		the viewport and screen resolution, these data are used on any page refresh to calculate the correct Adaptive Images. No personal information is stored within this cookie.	your web browser.
uncodeAI.screen	Uncode	This cookie contains runtime information about the viewport and screen resolution, these data are used on any page refresh to calculate the correct Adaptive Images. No personal information is stored within this cookie.	Session cookies, deleted when you close your web browser.
viewed_cookie_policy	GDPR Cookie Consent	No personal information is collected by this cookie and its activation depends only on response to the user's action (Accept/Reject).	Persistent, expires after 1 year

6. Marketing cookies

These cookies are used to track visitors across websites which helps us display ads to you that are relevant and engaging.

The following table provides detail of the marketing cookies we use, each of their purposes, who provides them and how long we hold the data for.

Cookie name	Provider	Purpose	Retention period
_ga _gid	Google Analytics	These analytical cookies assist us in monitoring your use of our web site, tracking the duration of your visit to our site and where you found our site (e.g. through a search engine or AdWords advert).	_ga cookies expire after 2 years. _gid expire after 24 hours.
_gcl_au	Google AdSense	Advertising cookie. The functionality is to store and track conversions.	1 day
_fbp	Facebook	Analytics cookie to store and track visits across websites	3 months
mhVisitorId	Media Hawk	Analytics cookie to help us to anonymously track which sources are effective at helping visitors find our website and make telephone calls; this information helps to improve advertising.	1 year

7. Third party cookies

Links through our website will direct you to other websites such as Twitter. These websites have their own cookies, and we cannot control the cookies they use when you visit their sites, even if you have been directed there through our website.

8. Controlling and managing the use of cookies

Many cookies can be disabled through your web browsers settings. This varies between web browsers but can usually be found under the 'help' or 'tools' section of your browser.

You can find the most recent cookie management steps for your browser here: <https://www.cookiesandyou.com/disable-cookies>

9. The rights available to individuals in respect cookies

Our Data Protection Officer is Nick Banister-Dudley who can be contacted via the Central Support office, by phone on 01277 655655 or by email on dpo@hallmarkcarehomes.co.uk.

Information on your data rights can be found in our Individual Rights and Data Access procedure. A copy is available on our website [here](#), or you can request a printed copy from your line manager. If you would like to exercise any of these rights, please contact the Data Protection Officer on dpo@hallmarkcarehomes.co.uk who will support you in this.