

## Cookie information for Springwood Sun Club

Springwood Sun Club has no interest in gathering any of your information to sell on, share with advertisers (as we don't have adverts), nor knowingly make any profit from your browsing data.

This site uses google analytics so that we can see how many visitors we've had, how many returning visitors, and what type of device we are most commonly viewed on (mobile, tablet or desktop).

We also look at which country our visitors are based in.

We have no interest in collecting personal device data. We do not collect or access personal information using google analytics. We only collect personal information at such time as you send a contact form or email to arrange a visit.

The purpose of using the above information, is so that we can edit and develop our website to best suit the types of visitors we have, for example, do we really require camping request forms in all European languages? Or just the 3 that we most commonly have overseas visitors at our website.

Below is a brief explanation of the cookies used by google analytics.

Google Analytics is a simple, easy-to-use tool that helps website owners measure how users interact with website content. As a user navigates between web pages, Google Analytics provides website owners JavaScript tags (libraries) to record information about the page a user has seen, for example the URL of the page. The Google Analytics JavaScript libraries use HTTP Cookies to "remember" what a user has done on previous pages / interactions with the website.

Important: Read the Google Analytics privacy document for more details about the data collected by Google Analytics.

Google Analytics supports three JavaScript libraries (tags) for measuring website usage: gtag.js, analytics.js, and ga.js. The following sections describe how each use cookies.

gtag.js and analytics.js – cookie usage

The analytics.js JavaScript library is part of Universal Analytics and uses first-party cookies to:

- Distinguish unique users
- Throttle the request rate

ga.js – cookie usage

The ga.js JavaScript library uses first-party cookies to:

- Determine which domain to measure
- Distinguish unique users
- Throttle the request rate
- Remember the number and time of previous visits
- Remember traffic source information
- Determine the start and end of a session
- Remember the value of visitor-level custom variables

There are also cookies used by our website provider godaddy.

Essential Website Cookies are necessary to provide you with essential services and functionality, including identity verification, service continuity and site security. These can't be disabled.

Marketing Cookies ensure that you don't get repeated advertising messages, that the messages are more relevant to you and your interests, and allow us to measure our advertising effectiveness.

Analytics Cookies collect anonymous data on how visitors use our site and how it performs and are used to improve the products, services and user experience.

Support Cookies are used to track user activity and failed actions, so we could have more data when we start troubleshoot your issues. Interactive services such as chat support and customer feedback tools can't work without these cookies.

Below are links for further reading in relation to the cookies we use, and information from our website provider godaddy and our website monitoring provider google analytics.

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

<https://support.google.com/analytics/answer/6004245?hl=en>

<https://uk.godaddy.com/trust-center>