

## The **Wild** Ways

# Cookie Policy

Effective Date	01/06/2025
Policy Description	What cookies are, how we use them, and how you can manage your choices.
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Approved	CEO
Organisation	The Wild Ways / The Wildheart Foundation / Raising A Wild Child / The Wild Child PDA Foundation

### Overview

At The Wild Ways, along with our sister organisations: Raising a Wild Child, The Wildheart Foundation, and The Wild Child PDA Foundation, we want you to feel safe and informed when visiting our website. Like most websites, we use cookies to help us understand how people interact with our site and to improve your experience over time. This policy explains what cookies are, how we use them, and how you can manage your choices.

### What Are Cookies?

Cookies are small text files stored on your device (computer, tablet, phone) when you visit a website. They help websites remember things like your preferences, login details, and how you use the site, so your experience is smoother next time.

Cookies can be:

- **First-party cookies** - set by the website you're visiting (like us)
- **Third-party cookies** - set by someone else, like Google or Facebook, to help us analyse usage or show content from other platforms



## What Cookies Do We Use?

We use cookies for a few simple reasons:

1. **Essential cookies** - These keep our website working as it should. You can't turn these off.
2. **Analytics cookies** - These help us understand which pages are most helpful and how visitors move around the site (e.g. Google Analytics).
3. **Functionality cookies** - These remember your preferences (like your location or if you've dismissed a pop-up).
4. **Marketing or social media cookies** - If we ever embed videos, social media feeds, or allow you to share content, these cookies might be used by platforms like YouTube or Facebook.

We only use non-essential cookies (such as analytics or marketing cookies) with your consent, as required under UK data protection and privacy laws. We don't use cookies to track you across the internet or sell your data. That's not our way.

## Your Choice: Managing Cookies

When you first visit our site, you'll see a cookie banner asking you to accept or manage your cookie preferences. You can:

- Accept all cookies
- Refuse non-essential cookies
- Change your preferences at any time

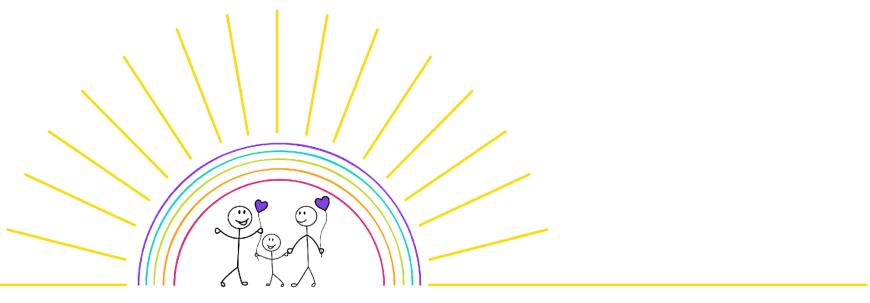
Most browsers also let you manage cookies directly in your settings. You can clear cookies or block them altogether, although some parts of our website might not work quite right if you do. Some cookies are temporary and deleted when you close your browser (session cookies), while others remain on your device for a set period or until you delete them (persistent cookies).

## Third-Party Tools We May Use

We may occasionally use services like:

- Google Analytics (to understand how the website is used)
- Vimeo or YouTube (to display video content)





- Facebook or Instagram plugins (for social media content)

These platforms may set their own cookies. You can view their policies on their websites.

### Changes to This Policy

We may update this Cookie Policy from time to time. If we do, we'll update the date at the top of this page. We recommend checking back occasionally if you'd like to stay informed.

### Privacy Policy

You can learn more about how we handle your data in our [Data Protection & Privacy Policy](#).

### Contact Us

If you have any questions about how we use cookies or your data, you're always welcome to contact us: [hello@thewildways.org.uk](mailto:hello@thewildways.org.uk)