

Use of cookies

1. Directive

Under the new European Directive (Directive 2009/136/EC – amendment to the UK’s Privacy and Electronic Communications Regulations) we are required to gain explicit consent to use certain “cookies” from users visiting our website.

2. What are Cookies?

A cookie is a piece of data in text form, which identifies users' computers to the National Trust for Scotland’s server. Cookies remind the server of a user's preferences from the last time he or she visited a particular site. There are several types of cookie and the most common are referred to as ‘session’ cookies. The website creates "session" cookies to store some of the preferences of users moving around the website. Cookies enhance our website performance in a number of ways including providing a secure way for us to measure use of the website. This helps to determine what is popular and can influence future content and development. Cookies in themselves do not identify individual users but identify only the computer used. The National Trust for Scotland does not use “tracking/persistent cookies” or “Third Party Cookies”. We collect this information in a way which does not identify anyone. We do not make any attempt to find out the identities of those visiting our website.

The only exception under the new regulations is if what we are doing is ‘strictly necessary’ for a service requested by the user. For example, a cookie that is used to ensure that when you have chosen the goods you wish to buy and click the ‘add to basket’ or ‘proceed to checkout’ button, the site ‘remembers’ what you have chosen on a previous page. We do not need to get consent for this type of activity.

Cookies have several roles, none of which can compromise your privacy:

1. Protection - to ensure you are a genuine visitor and not someone else using your password.
2. Authenticate and speed up your identification and e-commerce transactions.
3. Recognise preferences e.g. remember user names and passwords for websites.
4. Limit advertising, cookies prevent ad serving scripts from showing popup ads again and again. They also remember your pages so you do not see ads geared for first time visitors during a session.

3. Google Analytics

In addition, we use Google Analytics to analyse the use of this website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to the National Trust for Scotland's website is used to create reports about the use of the website. Google Analytics do not personally identify the user in any way whatsoever.

4. Browser Settings

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website. The user can also delete the cookies on leaving the site. If you want to delete any cookies that are already on your computer, please refer to the instructions for your file management software to locate the file or directory that stores cookies. Please note that by deleting our cookies or disabling future cookies you may not be able to access certain areas or features of our site. For further information on cookies please visit www.AboutCookies.org. Or <http://www.allaboutcookies.org/>

5. Cookies Used by the National Trust for Scotland

We will send to you the following cookies:

Cookie Type	Cookie Use	Strictly Necessary Y/N	Consent Required Y/N
Session	An essential cookie 'PHPSESSID', is produced by server functionality which tracks the current session ID and only lasts as long as the browser is open / session hasn't timed out.	Y	N

Google Analytics uses cookies to define user sessions, as well as to provide a number of key features in the Google Analytics reports. Google Analytics sets or updates cookies only to collect data required for the reports. Additionally, Google Analytics uses only first-party cookies. This means that all cookies set by Google Analytics for your domain send data only to the servers for your domain. This effectively makes Google Analytics cookies the personal property of your website domain, and the data cannot be altered or retrieved by any service on another domain.

The following table lists the type of information that is obtained via our Google Analytics cookies and used in Analytics reports.

Functionality	Description of Cookie	Cookie Used
Setting the Scope of Your Site Content	Because any cookie read/write access is restricted by a combination of the cookie name and its domain, default visitor tracking via Google Analytics is confined to the domain of the page on which the tracking code is installed. For the most common scenario where the tracking code is installed on a single domain (and no other sub-domains), the generic set up is correct. In other situations where you wish to track content across domains or sub-domains, or restrict tracking to a smaller section of a single domain, you use additional methods in the ga.js tracking code to define content scope.	All Cookies
Determining Visitor Session	The Google Analytics tracking for ga.js uses two cookies to establish a session. If either of these two cookies are absent, further activity by the user initiates the start of a new session. This description is specific to the ga.js tracking code for web pages. If you use Analytics tracking for other	__utmb __utmc

	environments—such as Flash or mobile—you should check the documentation for those environments to learn how sessions are calculated or established.	
Identifying Unique Visitors	Each unique browser that visits a page on your site is provided with a unique ID via the <code>__utma</code> cookie. In this way, subsequent visits to your website via the same browser are recorded as belonging to the same (unique) visitor. Thus, if a person interacted with your website using both Firefox and Internet Explorer, the Analytics reports would track this activity under two unique visitors. Similarly if the same browser were used by two different visitors, but with a separate computer account for each, the activity would be recorded under two unique visitor IDs. On the other hand, if the browser happens to be used by two different people sharing the same computer account, one unique visitor ID is recorded, even though two unique individuals accessed the site.	<code>__utma</code>
Tracking Traffic Sources & Navigation	When visitors reach your site via a search engine result, a direct link, or an ad that links to your page, Google Analytics stores the type of referral information in a cookie. The parameters in the cookie value string are parsed and sent in the GIF Request (in the <code>utmcc</code> variable). The expiration date for the cookie is set as 6 months into the future. This cookie gets updated with each subsequent page view to your site; thus it is used to determine visitor navigation within your site.	<code>__utmz</code>
Custom Variables	You can define your own segments for reporting on your particular data. When you use the <code>setCustVar()</code> method in your tracking code to define custom variables, Google Analytics uses this cookie to track and report on that information. In a typical use case, you might use this method to segment your website visitors by a custom demographic that they select on your website (income, age range, product preferences).	<code>__utmv</code>
Website Optimizer	You can use Google Analytics with Google Website Optimizer (GWO), which is a tool that helps determine the most effective design for your site. When a website optimizer script executes on your page, a <code>_utmx</code> cookie is written to the browser and its value is sent to Google Analytics.	<code>__utmx</code>

COOKIES SET BY GOOGLE ANALYTICS

Google Analytics sets the following cookies as described in the table below. A default configuration and use of Google Analytics sets only the first 4 cookies in the table.

Name	Description	Expiration
__utma	This cookie is typically written to the browser upon the first visit to your site <i>from that web browser</i> . If the cookie has been deleted by the browser operator, and the browser subsequently visits your site, a new __utma cookie is written with a different unique ID. This cookie is used to determine unique visitors to your site and it is updated with each page view. Additionally, this cookie is provided with a unique ID that Google Analytics uses to ensure both the validity and accessibility of the cookie as an extra security measure.	2 years from set/update.
__utmb	This cookie is used to establish and continue a user session with your site. When a user views a page on your site, the Google Analytics code attempts to update this cookie. If it does not find the cookie, a new one is written and a new session is established. Each time a user visits a different page on your site, this cookie is updated to expire in 30 minutes, thus continuing a single session for as long as user activity continues within 30-minute intervals. This cookie expires when a user pauses on a page on your site for longer than 30 minutes. You can modify the default length of a user session with the <code>setSessionsCookieTimeout()</code> method.	30 minutes from set/update.
__utmc	This cookie operates in conjunction with the __utmb cookie to determine whether or not to establish a new session for the user. In particular, this cookie is not provided with an expiration date, so it expires when the user exits the browser. Should a user visit your site, exit the browser and then return to your website within 30 minutes, the absence of the __utmc cookie indicates that a new session needs to be established, despite the fact that the __utmb cookie has not yet expired.	Not set.
__utmz	This cookie stores the type of referral used by the visitor to reach your site, whether via a direct method, a referring link, a website search, or a campaign such as an ad or an email link. It is used to calculate search engine traffic, ad campaigns and page navigation within your own site. The cookie is updated	6 months from set/update.

	with each page view to your site.	
__utmv	This cookie is not normally present in a default configuration of the tracking code. The __utmv cookie passes the information provided via the _setVar() method, which you use to create a custom user segment. This string is then passed to the Analytics servers in the GIF request URL via the utmcc parameter. This cookie is only written if you have added the _setVar() method for the tracking code on your website page.	2 years from set/update.
__utmz	This cookie is used by Website Optimizer and only set when the Website Optimizer tracking code is installed and correctly configured for your pages. When the optimizer script executes, this cookie stores the variation this visitor is assigned to for each experiment, so the visitor has a consistent experience on your site.	2 years from set/update

6. Compliance with Legislation

In order to ensure that we are compliant with the new regulations we are in the process of developing an opt-in procedure for the use of Google Analytics and any other non-essential cookies.