



# **COOKIE POLICY**

**Version 2.0**

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# 1. Purpose

The Aquaculture Stewardship Council ('ASC', 'we', 'us', and 'our') is committed to respecting and protecting the privacy of visitors using this website <https://asc-aqua.org/>.

Individuals have the right to be informed about the collection and use of their personal data ('privacy information'). For privacy information please see our Privacy Notice/Policy, which can be found <https://asc-aqua.org/privacy-policy/>.

This policy applies to the use of cookies and similar technologies, including pixels, (collectively 'cookies'), that we or permitted third parties may use in connection with your interaction with this website. This policy explains how we use cookies, when your consent is required, how they are used on this website and provides you with information as to how you can exercise your rights in relation to the cookies.

# 2. What is a Cookie?

Cookies are text files containing small amounts of information which are downloaded to your computer or mobile device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognises that cookie.

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improving the user experience.

# 3. What are 'Session' and 'Persistent' Cookies?

Cookies that expire at the end of a browser session (normally when a user exits their browser) are called 'session cookies'. Cookies that can be stored for longer are called 'persistent cookies'.

- **Session cookies** allow websites to recognise and link the actions of a user during a browsing session. They may be used for a variety of purposes such as remembering what a user has put in their shopping basket as they browse around a site. Cookies can also be used for security purposes, such as when a user logs in to internet banking or their webmail. These session cookies expire after a session ends, so would not be stored beyond this.
- **Persistent cookies** are stored on a user's device in-between sessions. They can allow the preferences or actions of the user across a site (or across different websites) to be remembered. Persistent cookies may be used for

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a variety of purposes including remembering users' preferences and choices when using a site or to target advertising.

## 4. What are 'First-Party' and 'Third-Party' Cookies?

- **First-party cookies** are set directly by us.
- **Third-party cookies** are set by a domain other than the one you are visiting. This typically occurs when a website incorporates elements from other sites, such as images, social media plugins or advertising.

## 5. What types of Cookies are there on this website?

- **Strictly necessary cookies** (aka essential cookies). These cookies are essential, e.g., to enable a website to be browsed. These cookies will generally be first-party session cookies.
- **Preferences cookies** (aka functional cookies). These cookies allow this website to remember choices made by you, e.g., username and password.
- **Statistics cookies** (aka analytics and performance cookies). These cookies collect information e.g., which pages on a website are visited and which links are clicked on.
- **Marketing cookies** (aka targeting cookies). These cookies track your online activity.

Using cookies, web beacons, pixels and/or SDKs helps us to better understand which content is of interest to our website visitors, subscribers to our newsletters etc.

## 6. Cookies and Personal Data

Cookies use unique codes that act as an identifier and can be treated as "personal data". This is because they can enable the user of a device to be uniquely recognised as the same user, even if their 'real world' identity is unknown. Cookies are also typically used in combination with other identifiers such as the IP address for your device which is automatically assigned to that device by your internet service provider and shared by your device when online content is requested and displayed. IP addresses can be logged automatically in our server log files whenever our website, applications or online content are accessed and can be associated with).

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We are the data controllers for the processing of personal data in connection with cookies used on this website.

## 7. Communications

If you receive an electronic communication from us, such as a marketing email, event invitation or other direct promotional communication, we may collect information using cookies about you.

## 8. Social Plugins

Social plugins allow website users to share items of interest with their connections on social networks.

This website contains social plugins for:

- Instagram.com ('Instagram')
- Twitter.com ('Twitter')
- LinkedIn.com ('LinkedIn')
- Facebook.com ('Facebook')
- YouTube.com ('YouTube')

This means that when visiting this website your browser may set up a direct connection to the servers of those social networks listed above. If so, the servers of those social networks may recognise this website and the content you are currently visiting.

If you are a member of any of these social networks and you are logged-in while you are visiting this website, that social network may assign this information to your personal user account. By interaction with one of the plugins, e.g., by clicking a 'Like' button, this information will be sent via your browser directly to that social network where it will be stored on your respective personal user accounts. This means that the information that you share from this website, will be transmitted to that social network.

We, as the provider of this website, have no control over, or knowledge about, the data that may be collected by any of these social networks. For details about their data collection practices please see their privacy notices (policies).

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## 9. Which Cookies are there on this website?

We use the following cookies on this website:

### Strictly necessary cookies

	Name	Domain	Purpose	Duration
1	SESSION_ID	asc-aqua.org	This cookie is a technical cookie and assigns a user ID to users of the website to enable certain functionalities.	Session
2	test_cookie	.doubleclick.net	This cookie is set to determine if the user's browser supports cookies	15 minutes

### Statistics cookies

	Name	Domain	Purpose	Duration
1	_gcl_au	asc-aqua.org	This cookie is set to advertisement efficiency for Google Tag Manager services	3 months
2	_ga	asc-aqua.org	Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.	1 year 1 month 4 days
3	_gid	asc-aqua.org	Google Analytics sets this cookie to store information on how visitors use a website while also creating an analytics report of the website's performance.	1 day
4	_gat_UA-*	asc-aqua.org	Google Analytics sets this cookie for user behaviour tracking.	1 minute

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5	_ga_*	asc-aqua.org	Google Analytics sets this cookie to store and count page views.	1 year 1 month 4 days
6	FPLC	asc-aqua.org	Google Tag Manager sets this cookie for analytics and reporting purposes to gather data about the user and their activity on the website.	3 months
7	FPID	asc-aqua.org	Google Tag Manager sets this cookie for server-side tagging.	1 year 1 month 4 days

## 10. Google Analytics

We make use of Google Analytics, a web analytics service provided by Google, Inc. ("Google"), which uses cookies to analyse how visitors use our Website. The information generated by the cookie about your use of this website may be transmitted to and stored by Google on servers in the United States of America.

Google will use this information on our behalf for the purpose of measuring your activity on this website, for compiling statistical reports on overall content interaction activity for us and providing other services relating to website activity and internet usage.

You can prevent the collection of the data generated by the cookie by Google, as well as the processing of this data by Google, by downloading and installing the [browser plug-in](#), whereby an opt-out cookie is set, or by selecting the appropriate setting in your browser software.

Further information can be found under [Google Analytics Terms of Service & Privacy](#).

## 11. How can you control Cookies?

You have the right to decide whether to accept or reject non-essential cookies.

You can exercise your cookie preferences when you first arrive at this website where you will see a notice about our use of cookies.

You can change your cookie preferences at any time by clicking on the 'Manage Consent' icon that can be found at the bottom right of each page of this website. (You may need to refresh your page for your settings to take effect).

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Please note that this website may not operate properly if the non-essential Cookies are switched off.

You can also disable non-essential cookies by changing your browser settings. How you can do this will depend on the browser you use. Most browsers, for example, Microsoft and Google have dedicated privacy pages that explain how sites collect, handle, and pass on information to third parties.

**We may from time to time make changes to this Notice (Policy). Any changes will be published on this website and will be effective as of the date of publication.**

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