



# Young Enterprise

## Trading Station Cookies Notice

**Last updated:** 23 September 2020

Our site available at [www.ye-tradingstation.org.uk](http://www.ye-tradingstation.org.uk) (including our Trading Station platform available on our site) ("**our site**") is a site operated by Young Enterprise, a charity registered in England and Wales ("**we**", "**us**", "**our**"). We are an educational charity which engages with young people to harness their personal and business skills and to encourage enterprise. Our charity registration number is 313697 and our registered office is at the Coram Campus, 41 Brunswick Square, London, WC1N 1AZ. We are regulated by the Charity Commission. To contact us, please email [ye-tradingstation@y-e.org.uk](mailto:ye-tradingstation@y-e.org.uk).

### 1. This Cookie Notice

This Trading Station Cookie Notice explains how we use cookies and similar technologies on our site. For information about how we use personal information which you provide to us or we have collected about you, please see our [Trading Station Privacy Notice](#).

### 2. What is a cookie?

A cookie is a small data file placed on your device when you visit a website. Website owners use cookies for variety of reasons that includes enabling websites to work, providing personalised content and advertising, and creating website analytics.

Cookies set by the website owner (in this case, Young Enterprise) are called "first party cookies". Only the website owner can access the first party cookies it sets. Cookies set by parties other than the website owner are called "third party cookies". Third party cookies enable third party features or functionality to be provided on or through the website (e.g. like advertising, interactive content and social sharing). The parties that set these third party cookies can recognise your device both when it visits the website in question and also when it visits other websites that have partnered with them.

### 3. Why do we use cookies?

We use first party and third party cookies for several reasons including:

- **Essential cookies:** These are cookies that are required for the operation of our site – we need them to make our site work properly and to keep our site secure.
- **Analytical/performance cookies:** They allow us to recognise and count the number of visitors and to see how visitors move around our site when they are using it. This helps us to improve the way our site works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies:** These are used to recognise you when you return to our site. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language).
- **Targeting cookies:** These cookies record your visit to our site, the pages you have visited and the links you have followed. We will use this information to make our site and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

The following table sets out some additional information about the cookies we use.

Type of Cookie	Who serves these cookies	Purpose	Expiry	Change your cookie settings
<b>Essential Website Cookie</b> (i.e. session cookie)	Young Enterprise	These cookies are necessary to provide you with services available through our site and so that you can use some of its features, such as access to secure areas. These cookies are also used to allow for a coherent experience moving through various steps of the trading process (moving between different pages).	Our standard session cookie for all users expires after 1 year.  We use an additional session cookie for logged in users which expires after 1 month.	Because these cookies are strictly necessary to deliver the site to you, you cannot refuse them.
<b>Analytics Cookie</b>	Google Analytics	Used to collect information about how visitors use our site. We use the information to compile reports and to help us improve our site. The cookies collect information in an anonymous form, including the number of visitors to our site, where visitors have come to our site from and the pages they visited.	When the user closes the session.	To refuse these cookies, please follow the instructions below under the heading "Your rights to control cookies" Alternatively, please click on the relevant opt-out link below:

#### 4. How long do cookies last?

Cookies can remain on your computer or mobile device for different periods of time. Some cookies are 'session cookies', meaning that they exist only while your browser is open and are deleted automatically once you close your browser. Other cookies are 'permanent cookies', meaning that they survive after your browser is closed and can be used by websites to recognise your computer when you later re-open your browser and browse the internet again.

#### 5. What about other tracking technologies, like web beacons?

Cookies are not the only way to recognise or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are tiny graphics files that contain a unique identifier that enable us to recognise when someone has visited our site. This allows us, for example, to monitor the traffic patterns of users from

one page within our site to another, to deliver or communicate with cookies, to understand where you have come to our site from, and to improve site performance. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will often impair their functioning.

## **6. Your rights to control cookies**

You have the right to choose whether or not to accept cookies. You can exercise your cookie preferences by changing your cookie settings in the cookie table above. You can block cookies by changing your browser settings so that cookies from our site cannot be placed on your computer or mobile device. The "help" portion of the toolbar on most internet browsers will tell you how to change your browser cookie settings, including how to have the browser notify you when you receive a new cookie, and how to disable cookies altogether. Please note that if you choose not to accept cookies you may not have access to certain features that make your experience of our site more efficient and some of the features on our site may not function properly.

If you visit our site using a mobile device (e.g. a smartphone or tablet) you can refuse the future use of Google Analytics via <https://tools.google.com/dlpage/gaoptout>. By activating the link, we will put a cookie in your browser, which signals to us that we should prevent Google Analytics from using your device. Please keep in mind that you will have to repeat the refusal process if you remove the cookies from your browser.

## **7. How often will we update this Cookie Notice?**

We may update this cookie notice from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. Please therefore re-visit this cookie notice regularly to stay informed about our use of cookies and related technologies.

The date at the top of this cookie notice indicates when it was last updated.

## **8. Where can you get further information?**

If you have any questions about our use of cookies or other technologies, please email us [ye-tradingstation@y-e.org.uk](mailto:ye-tradingstation@y-e.org.uk).