

What Are Cookies?

Like the vast majority of other websites, we use 'cookies' in order to provide you with the best possible experience when you visit it. Cookies are small text files that are stored on your computer when you visit a web page. They can have many purposes, and among other things may be used to store your preferences, keep you logged into a website, or to collect visitor statistics – e.g. finding out how many users viewed the site and the pages they accessed.

Cookies may be stored by the website you are visiting, or by third parties who provide content that is embedded upon the site – such as YouTube videos. Some cookies are deleted automatically when you close your browser, others remain for longer periods – e.g. to retain any website preferences you have set on previous occasions.

By visiting the Severn Healthcare website, you consent to cookies being stored on your computer or device. If you wish, you can **disable cookies** via your browser settings, however some website functionality may not work as expected.

What Cookies are Used on the Severn Healthcare Website?

Below are more details about the cookies that are stored when you visit the Severn Healthcare site. These are broken down into the 4 separate categories suggested by the [International Chamber of Commerce \(ICC\)](#).

Strictly Necessary Cookies

These cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website. Without these cookies services you have asked for, like shopping baskets or e-billing, cannot be provided.

No 'strictly necessary' cookies will be stored by us when a user visits this website.

Performance Cookies

These cookies collect information about how visitors use a website, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how a website works.

'Performance' cookies stored when a user visits this website:

Cookie Name:	Set By:	Purpose:	More Info:
__utma __utmb __utmc __utmz	Google Analytics	We use Google Analytics to collect general statistics about website users – such as the number of visitors, most popular pages accessed, typical time spent on the site, broad geographic location of users, details of any errors experienced etc. In turn, this data is used by us to improve the website – e.g. to improve the site navigation or to create new content that is likely to be popular with visitors.	More Info »

Functionality Cookies

These cookies allow the website to remember choices you make (such as your username, language or the region you are in) and provide enhanced, more personal features. For instance, a website may be

able to provide you with local weather reports or traffic news by storing in a cookie the region in which you are currently located. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise. They may also be used to provide services you have asked for such as watching a video or commenting on a blog.

'Functionality' cookies stored when a user visits this website:

Cookie Name:	Set By:	Purpose:	More Info:
hide_cookies_message	Severn Healthcare	This cookie is stored to prevent the bottom right message about cookies from appearing again, once it has been viewed initially. The cookie is deleted automatically if you close your web browser, so the message will display again if the site is subsequently visited.	

Targeting or Advertising Cookies

These cookies are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website and this information is shared with other organisations such as advertisers.

No 'targeting or advertising' cookies will be stored by us when a user visits this website.

How can I prevent cookies from being stored?

If you wish, you can set up your web browser (e.g. Internet Explorer, Mozilla Firefox, Google Chrome etc) to prevent cookies from being stored when you visit a website. Depending on the browser you are using, you can choose just to prevent specific websites from setting cookies (e.g. Severn Healthcare), or alternatively prevent all websites from storing cookies. You may also be able to control the types of cookies that can be stored, and delete any existing cookies that have been stored already. Please be aware that if you choose to do this, some functionality on this website may not work as expected.

Below are some links to pages containing information about how to manage cookies using your web browser:

- [Internet Explorer](#)
- [Mozilla Firefox](#)
- [Google Chrome](#)
- [Apple Safari](#)
- [Opera](#)

In addition, if you wish to opt out of statistics being collected by Google Analytics, you can download a [plugin provided by Google](#). To opt out of cookies being set by any third parties for online behavioural advertising, please visit: [Your Online Choices \(UK\)](#)

Please note that we do not have control over any cookies set by third party services. Therefore, the cookies stored by these services may vary from those shown above, and may change over time. If

you would like to find out more about cookies set by these services and how to manage them, you are encouraged to view the privacy policies for these services.

Further Sources of Information

If you would like further information about cookies, please see the sources of information below:

- [All About Cookies](#)
- [Information Commissioner's Office Cookie Advice](#)
- [International Chamber of Commerce Cookie Guide](#)
- [Wikipedia Article About Cookies](#)