Landmatch England Cookie Policy

Created December 2025

This Cookie policy explains how we use “cookies” and similar technologies on the Landmatch England website at http://www.landmatchengland.org.uk (“the website”). It is designed to assist you in making informed decisions when using our website. Please take a moment to read and understand this Cookie policy. This Cookie Policy should also be read in conjunction with our Privacy Policy and our Terms of Service.

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1. WHAT ARE COOKIES OR SIMILAR TECHNOLOGIES?

Cookies are very small text files or pieces of code, which often include an anonymous unique identifier. When you visit a website, the website will request to store this text file on your device in order to remember information about you, such as your language preference or login information Other information gathered through cookies may include the date and time of visits and how you are using the particular website.

We also use similar technologies to cookies known as “web beacons”, “pixels” or “tags”. These technologies do a similar job to cookies, allowing website operators to count page views and understand how visitors interact with and respond to certain content on a webpage or email.

For the purposes of the remaining sections of this Cookie Policy, we refer to all cookies and similar technologies using the above features as “cookies”.

We use “first party cookies” and “third party cookies” in connection with our website. First party cookies are cookies placed by us to collect information about you. Third party cookies are cookies placed by third party website operators. Information about you collected by those third party cookies will be shared with the relevant third party. Please refer to the relevant third party website operator’s privacy policy for more details about the information they may link to third party websites which are not operated by us. Where you follow links from our Site to the website of a third party, that website may place different cookies on your device.

You should check the relevant privacy policy and/or cookie policy for more information about how that third party uses cookies. You should be aware that applications you use to access our website, such as your web browser, may also place cookies on your device when visiting our website, or other websites. An example of this would be where you sign into Google Chrome using a Google Account (see Section 6 below). We do not have control over these third party cookies, so you will need to manage these cookies in the settings of the relevant applications. For more details on cookies and similar technologies, please visit All About Cookies.

2. HOW LONG DO COOKIES LAST?

All cookies have expiration dates that determine how long they stay in your browser:

Session Cookies – these are temporary cookies that are placed on your device during your browsing session and then expire (and are automatically erased) whenever you close your browser.

Persistent Cookies – these are designed to last for a pre-defined period of time, which varies depending on the nature of the cookie. Persistent cookies stay in your browser until they reach their individual expiry date, or until you manually delete them.

3. WHICH COOKIES DO WE USE ON OUR SITE?

We use the following types of cookies:

Necessary Cookies – Necessary cookies are required to enable the basic features of this site, such as providing secure log-in or adjusting your consent preferences. These cookies do not store any personally identifiable data.

Functional Cookies – Functional cookies help perform certain functionalities like sharing the content of the website on social media platforms, collecting feedback, and other third-party features.

Analytics Cookies - Analytical cookies are used to understand how visitors interact with the website. These cookies help provide information on metrics such as the number of visitors, bounce rate, traffic source, etc.

Performance Cookies - Performance cookies are used to understand and analyse the key performance indexes of the website which helps in delivering a better user experience for the visitors.

Advertisement Cookies - Advertisement cookies are used to provide visitors with customised advertisements based on the pages you visited previously and to analyse the effectiveness of the ad campaigns.

The table below sets out more information about the individual cookies we may use on our Service and the purposes for which they are used.

Cookie Name	1st Party or 3rd Party Cookie	Cookie Type	Purpose	Duration
rc::aa	3rd Party	Necessary	This cookie is set by Google Recapcha to identify bots to protect the website against malicious spam attacks.	Never expires
rc::c	3rd Party	Necessary	This cookie is set by Google Recapcha to identify bots to protect the website against malicious spam attacks.	Session only.
m	3rd Party	Necessary	Stripe sets this cookie for fraud prevention purposes. It identifies the device used to access the website, allowing the website to be formatted accordingly.	1 year, 4 months, 4 days, 1 minute
_stripe_mid	3rd party	Necessary	Stripe sets this cookie to set a unique session identifier to recognise users across sessions	1 year
_stripe_sid	3rd party	Necessary	Stripe sets this cookie to set a unique session identifier for a single session	1 hour
_cf_bm	3rd party	Necessary	This cookie, set by Cloudflare, is used to support Cloudflare Bot Management	1 hour
wordpress_test_cookie	3rd party	Necessary	WordPress sets this cookie to determine whether cookies are enabled on the user's browsers	session
cookieyes-consent	3rd party	Necessary	CookieYes sets this cookie to remember users' consent preferences so that their preferences are respected on subsequent visits to the site. It does not collect or store any personal information about the site visitors.	
_ga	3rd party	Analytics	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

_gid	3rd party	Analytics	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. Some of the collected data includes the number of visitors, their source and the pages they visit anonymously.	1 day
_gat_gtag_UA_*	3rd party	Analytics	Google Analytics sets this cookie to store a unique user ID.	1 minute
_ga_*	3rd party	Analytics	Google Analytics sets this cookie to store and count page views.	1 year, 1 month, 4 days

4. IS CONSENT NEEDED TO USE COOKIES?

Non-essential Cookies – We may only store and access non-essential cookies on your device with your permission. You are not obliged to give consent to our use of non-essential cookies. If you do give your consent and then change your mind, you can block or delete them (see Section 5 below).

Necessary Cookies – Please note that we do not need your consent to store and access essential cookies on your device, although you can still block or delete them (see Section 5 below).

5. HOW DO I REFUSE, BLOCK OR DELETE COOKIES?

There are various ways that you can manage your cookie preferences, but please be aware that in order to use some parts of our website you will need to allow certain essential or functional cookies. If you block or subsequently delete those cookies, some aspects of our website may not work properly and you may not be able to access all or

part of our website. Your options for managing your cookie preferences are set out below:

Using your browser settings or other tools. You can block the use of cookies generally (not just in respect of our website) by activating the relevant settings in your browser. For more information on cookie management and blocking or deleting cookies for a wide variety of browsers, visit All About Cookies. Further, if you do not want to be tracked by Google Analytics, you can install the Google Analytics opt-out browser add-on (but this will only work on certain browsers). For further information on Google Analytics and its use of cookies, please consult the Google Analytics cookie policy.

When you visit the website, a pop up window will invite you to choose your preferences for managing cookies. On the bottom left hand side of each window you will also see a blue circular icon cookie. You can click on this to also update your preferences.

6. WHAT TECHNOLOGIES ARE USED IN EMAILS?

We use third party providers to handle your contact details (Google Drive and Flodesk) and to respond by email. Their emails may contain cookies.

Flodesk's privacy notice

Google Drive privacy notice

If you do not wish to accept cookies from any one of our emails, simply close the email before downloading any images or clicking on any links. You can also set your browser to restrict cookies or to reject them entirely. These settings will apply to all cookies whether included on websites or in emails.

In some instances, depending on your email or browser settings, cookies in an email may be automatically accepted (for example, when you've added an email address to your address book or safe senders list). Please refer to your email browser or device instructions for more information on this.

7. DOES THIS POLICY CHANGE?

We may update our Cookie Policy from time to time. This might be for a number of reasons, such as to reflect a change in the law or to accommodate a change in our business practices and the way we use cookies.

We recommend that you check here periodically for any changes to our Cookie Policy.

8. Your Rights with respect to personal information

You have the following rights with respect to your personal data:

- You have the right to know why your personal data is needed, what will happen to it, and how long it will be retained for.
- Right of access: You have the right to access your personal data that is known to us.
- Right to rectification: you have the right to supplement, correct, have deleted or blocked your personal data whenever you wish.
- If you give us your consent to process your data, you have the right to revoke that consent and to have your personal data deleted.
- Right to transfer your data: you have the right to request all your personal data from the controller and transfer it in its entirety to another controller.
- Right to object: you may object to the processing of your data. We comply with this, unless there are justified grounds for processing.

To exercise these rights, please contact us. Please refer to the contact details at the bottom of this Cookie Policy. If you have a complaint about how we handle your data, we would like to hear from you, but you also have the right to submit a complaint to the supervisory authority (the Information Commissioner’s Office (ICO)).

9. HAVE ANY FEEDBACK FOR US?

If you have any questions or feedback on our Cookie Policy, please contact us at hello@landmatchengland.org.uk