

# Retina UK Cookie Policy

V.2.0 February 2025

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site.

Below are details of how we use cookies on this website

<https://RetinaUK.org.uk>.

For our full contact details and more information regarding how we process personal data see our [privacy policy](#).

There are two types of cookies in use on our website, those that are essential for the website to operate, for example with our checkout pages, and those cookies which are not absolutely necessary. Cookies which are helpful to us, but not absolutely necessary, relate to statistical and marketing activities. You will be invited to opt-in to these non-essential cookies via our cookie banner, or if you prefer you should be able to control what cookies are placed on your device through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit [aboutcookies.org](http://aboutcookies.org) or [allaboutcookies.org](http://allaboutcookies.org).

Just so you know, we do not store any personal data in the cookies that we use, visitor information is stored anonymously in the cookies and is only used to assist us in the running of the site and for monitoring the activity and traffic both to and through our website. To do this we use Google Analytics cookies.

## Google Analytics

We use Google Analytics to analyse the use of our website; Google Analytics generates statistical and other information about website use by means of Google cookies, which are stored on user devices.

We also use Microsoft Clarity to identify user behaviour on our website. You can view their Privacy Statement at <https://www.microsoft.com/en-US/privacy/privacystatement>.

Cookie Name	Provider	Purpose	Expiry
CLID	Microsoft	Identifies the first-time Clarity saw this user on any site using Clarity.	1 hour
MR	Microsoft	Used by Microsoft Clarity to indicate whether to refresh MUID.	1 hour

The information generated relating to our website is used to create reports about the use of our website. Details captured

during your visit will include, but is not limited to, the pages visited and duration of your visit, your country or general location. All data collected is anonymous and will not identify you as an individual.

Google, not Retina UK store this activity information, and you can view Google's privacy policy at

<https://policies.google.com/privacy>.

To globally opt-out of being tracked by Google Analytics across all websites, visit <https://tools.google.com/dlpage/gaoptout>

Below is a full list of the cookies used on this website.

## **Necessary cookies**

Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

Cookie Name	Provider	Purpose	Expiry
_stripe_mid	Retinauk.org.uk	This cookie is necessary for making credit card transactions, allows online transaction without storing credit	1 year

		card information.	
_stripe_sid	Retinauk.org.uk	This cookie is necessary for making credit card transactions, allows online transaction without storing credit card information.	30 minutes
M	m.stripe.com	Determines the device used to access the website.	1 year
wp_woocommerce_session_	Retinauk.org.uk	Contains a unique code for each customer so that it knows where to find the cart data in the database for each customer. No personal information is stored within these cookies.	Session
Cookie Control	RetinaUK.org.uk	Stops optional cookies from	90 days

		being placed on a user's device until they give explicit consent.	
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## Statistical (optional) Cookies

Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.

Cookie Name	Provider	Purpose	Expiry
_ga	Google	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 year
_ga_#	Google	Used by Google Analytics to collect data on the number of times a user has visited the website as well as dates for the first and most recent visit.	2 years

_gat	Retin auk.org.uk	Used by Google Analytics to throttle request rate.	57 seconds
_gid	Retin auk.org.uk	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day
SM	Microsoft	This cookie is installed by Clarity. The cookie is used to store non-personally identifiable information. The cookie is used in synchronizing the MUID (Microsoft unique user ID) across Microsoft domains.	Not specified

## Marketing (optional) Cookies

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers.

Cookie Name	Provider	Purpose	Expiry
_fbp	Retinauk.org.uk	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months
YSC	YouTube	Used to remember user input and associate a user's actions.	Session
_Secure-ROLLOUT_TOKEN	YouTube	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	180 days
VISITOR_INFO1_LIVE	YouTube	Tries to estimate the users'	180 days

		bandwidth on pages with integrated YouTube videos.	
MUID	Microsoft	Used widely by Microsoft as a unique user ID. The cookie enables user tracking by synchronising the ID across many Microsoft domains.	1 Year
_gcl_au	Google	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	3 months
IDE	Google	Used by Google DoubleClick to register and report the website user's actions after viewing or	400 days



		clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.	
sp_t	Spotify	Used to implement audio content from spotify on the website. It also helps in collecting information on user interaction with this audio content.	365 days
sp_landing	Spotify	Used to implement audio content from spotify on the website. It also helps in collecting information on user interaction	1 day

		with this audio content.	
SRM_B	Microsoft	Identifies unique web browsers visiting Microsoft sites.	365 days
ANONCHK	Microsoft	Used to store session ID for a user's session to ensure that clicks from adverts on the Bing search engine are verified for reporting purposes and for personalisation	1 hour

Cookie list created with the kind assistance of  
<https://www.civicuk.com/cookie-control/>

For more information contact us at:

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