

Cookies

A [cookie](#) is a small amount of data which is sent to your browser from a website's computer and is stored on your device's hard drive.

Notice for users

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 used to improve how a website works. By using our website, you agree that we can place these types of cookies on your device.

How does NHMF use cookies?

Matamo

We use Matamo to provide privacy-first, cookieless analytics.

There may still be a few essential cookies created in specific cases:

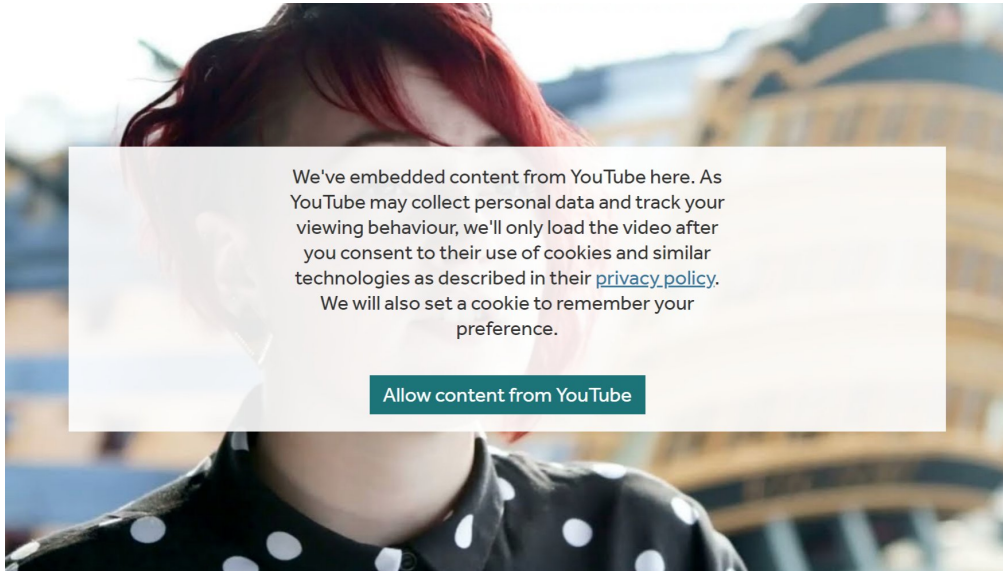
- when you exclude yourself from being tracked using the cookie method or using the iframe opt-out method, Matomo will create a cookie `piwik_ignore` set on the domain of your Matomo server (a temporary short-lived cookie called `MATOMO_SESSID` will also be created).
- when you're asking for consent before tracking visitors, two cookies may be created: `mtm_consent` and `mtm_consent_removed`.
- `_pk_testcookie` is also created without any identifier and is directly deleted (it is only used to check whether the visitor's browser supports cookies)

Opt-out of cookieless analytics

YouTube

The website uses YouTube's more privacy-friendly `youtube-nocookies.com` domain to embed videos on the website.

However this still utilises some local storage to function and adds optional cookies when a video is played. Therefore we have a separate and dedicated prompt (at the point of viewing a video) advising users of this to seek their specific consent when they first come across video content so they remain in control of their privacy.



An example of the YouTube cookie prompt

Once set, this preference is remembered via the following cookie:

- `nhlf_yt_consent`

If consented, YouTube then sets the following third-party cookies on the user's browser:

- `__Secure-3PAPISID`
- `__Secure-3PSID`
- `SID`
- `SAPISID`
- `APISID`
- `SSID`
- `__Secure-3PSIDCC`
- `HSID`
- `NID`

To remove consent, clear the site cookies on your browser. This will reinstate the cookie prompt.

Find out more on the [YouTube privacy page](#).

How to control and delete cookies

NHMF does not use cookies to collect personally identifiable information about you. We use them to help us provide you with a better service. However, if you wish to restrict or block any cookies you can do this through your browser settings. The Help function within your browser should tell you how.

AboutCookies.org is an independent site which offers a guide to the use of cookies online. You can find general information about how to delete and control cookies through your browser.