

Cookie Policy

Last updated March 12, 2021

This Cookie Policy explains how heed Training Ltd uses cookies and similar technologies to recognize you when you visit our websites at www.heed.org. It explains what these technologies are and why we use them, as well as your rights to control our use of them. In some cases, we may use cookies to collect personal information, or that becomes personal information if we combine it with other information.

What are cookies?

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners in order to make their websites work, or to work more efficiently, as well as to provide reporting information.

Cookies set by the website owner (in this case, heed Training Ltd) are called "first party cookies". 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 analytics). The parties that set these third party cookies can recognize your computer both when it visits the website in question and also when it visits certain other websites.

Why do we use cookies?

We use first and third party cookies for several reasons. Some cookies are required for technical reasons in order for our Websites to operate, and we refer to these as "essential" or "strictly necessary" cookies. Other cookies enable us to track and target the interests of our users to enhance the experience on our Online Properties. Third parties serve cookies through our website for advertising, analytics and other purposes. This is described in more detail below.

The specific types of first and third party cookies served through our Websites and the purposes they perform are described below (please note that the specific cookies served may vary depending on the specific Online Properties you visit):

How can I control cookies?

You have the right to decide whether to accept or reject cookies. You can exercise your cookie rights by setting your preferences in the Cookie Consent Manager. The Cookie Consent Manager allows you to select which categories of cookies you accept or reject. Essential cookies cannot be rejected as they are strictly necessary to provide you with services.

The **Cookie Consent Manager can be found in the notification banner and on our website. TO WITHDRAW CONSENT, PLEASE USE THE NOTIFICATION BANNER ON THE WEBSITE.** If you choose to reject cookies, you may still use our website though your access to some functionality and areas of our website may be restricted. You may also set or amend your web browser controls to accept or refuse cookies. As the means by which you can refuse cookies through your web browser controls vary from browser-to-browser, you should visit your browser's help menu for more information.

In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit <http://www.aboutads.info/choices> or <http://www.youronlinechoices.com>

The specific types of first and third party cookies served through our Websites and the purposes they perform are described in the table below (please note that the specific cookies served may vary depending on the specific Online Properties you visit):

Essential website cookies:

These cookies are strictly necessary to provide you with services available through our Websites and to use some of its features, such as access to secure areas.

Name	Domain	Expiration	Description	Ownership
_zcsr_tmp	crm.zoho.com	1 day	Cookie purpose description: This cookie is necessary for the login function on the website	First Party

_zcsr_tmp	salesiq.zoho.com	1 day	Cookie purpose description: This cookie is necessary for the chatbot function on the website	First Party
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Performance website Cookies:

Name	Domain	Expiration	Description	Ownership
663a60c55d	salesiq.zoho.com	1 day	Cookie purpose description: Identifies the visitor across devices and visits, in order to optimize the chat-bot function on the website	First party
lang	ads.linkedin.com		Cookie purpose description: Remembers the user's selected language version of a website	First party
LS_CSRF_TOKEN	salesiq.zoho.com		Cookie purpose description: Identifies the visitor across devices and visits, in order to optimize the chat-bot function on the website	First party

Statistics website Cookies:

Name	Domain	Expiration	Description	Ownership
_at.hist.#	iheed.org	Persistent	Cookie purpose description: Used by the social sharing platform AddThis to store the user's usage history of the AddThis sharing widget	First party
_ga	www.googletagmanager.com/gtm.js?id=GTMKZFG7JH	2 years	Cookie purpose description: Registers a unique ID that is used to generate	Third party

			statistical data on how the visitor uses the website	
_gat	Source: https://www.googleanalytics.com/analytics.js	1 day	Cookie purpose description: Used by Google Analytics to throttle request rate	Third party
_gid	https://www.googletagmanager.com/gtm.js?id=GTM-KZFG7JH	1 day	Cookie purpose description: Registers a unique ID that is used to generate statistical data on how the visitor uses the website	Third party
personalization_id	twitter.com	2 years	Cookie purpose description: This cookie is set by Twitter - The cookie allows the visitor to share content from the website on to their Twitter profile.	Third party
pll_language	iheed.org	1 year	Cookie purpose description: This cookie is used to determine the preferred language of the visitor and sets the language accordingly	First party
siqlsdb	iheed.org	Persistent	Cookie purpose description: Sets a unique ID for the session . This allows the website to obtain data on visitor behaviour for statistical purposes.	First party
utsdb			Cookie purpose description: Registers data on visitors' website-behaviour. This is used for internal analysis and website optimization	First party

Marketing website cookies:

Name	Domain	Expiration	Description	Ownership
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__atuvc	https://s7.addthis.com/js/300/addthis_widget.js?ver=5.53#pu bid=ra5b913ec87ee93b7	1 year	Cookie purpose description: Updates the counter of a website's social sharing feature	Third party
__atuvs	https://s7.addthis.com/js/300/addthis_widget.js?ver=5.53#pu bid=ra5b913ec87ee93b7	1 day	Cookie purpose description: Ensures that the updated counter is displayed to the user if a page is shared with the social sharing service, AddThis.	Third party
_uetsid	https://www.googletagmanager.com/gtm.js?id=GTMKZFG7JH	1 day	Cookie purpose description: Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement - This also allows the website to limit the number of times that they are shown the same advertisement.	Third party
_fbp	https://www.googletagmanager.com/gtm.js?id=GTMKZFG7JH	3 months	Cookie purpose description: Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Third party
_uetsid	https://www.googletagmanager.com/gtm.js?id=GTMKZFG7JH	Persistent	Cookie purpose description: Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	Third party
_uetsid_exp	https://www.googletagmanager.com/gtm.js?id=GTMKZFG7JH	Persistent	Cookie purpose description: Contains the expiry-date for the cookie with corresponding name	Third party
_uetvid	https://www.googletagmanager.com/gtm.js?id=GTMKZFG7JH	16 days	Cookie purpose description: Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	Third party

at-lojson-cache-#	iheed.org	Persistent	Cookie purpose description: Used by the social sharing platform AddThis	Third party
bcookie	linkedin.com	2 years	Cookie purpose description: Used by the social networking service, LinkedIn , for tracking the use of embedded services	Third party
crmcsr	crm.zoho.com https://www.googletagmanager.com/gtm.js?id = GTMKZFG7JH	Session	Cookie purpose description: Collects information on user preferences and/or interaction with web-campaign content - This is used on CRM-campaign -platform used by website owners for promoting events or products.	First party
fr	facebook.com https://www.googletagmanager.com/gtm.js?id = GTMKZFG7JH	3 months	Cookie purpose description: Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Third party
gclid	https://www.googletagmanager.com/gtm.js?id = GTMKZFG7JH	29 days	Cookie purpose description: Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	Third party
h	heapanalytics.com https://www.googletagmanager.com/gtm.js?id = GTMKZFG7JH		Cookie purpose description: Collects data on user behaviour and interaction in order to optimize the website and make advertisement	Third party
i/adsct	tco https://t.co/i/adsct?type=javascriptversion = 1.1.1p_id= Twitterpu	Session	Cookie purpose description: The cookie is used by Twitter.com in order to determine the number of visitors accessing the	Third party

	ser_id= 0txn _id=o183jeven ts=%5B %5B %22sign u p%22%2Cn u ll%5D%5Dtw _sale_ amou n t= 0tw _order_ qu an tity= 0tw _iframe_ statu s= 0tw _docu men t_ h ref= h ttps%3A%2F%2Fw ww.iheed.og		website through Twitter advertisement content	
lang	Linkedin.com https://www.googletag manager.com/gtm.js?id = GTMKZFG7JH	Session	Cookie purpose description: Set by LinkedIn when a web page contains an embedded "Follow us" panel	Third party
lidc	linkedin.com	1 day	Cookie purpose description: Used by the social networking service, LinkedIn , for tracking the use of embedded services	Third party
MUID	bing.com	1 year	Cookie purpose description: Used widely by Microsoft as a unique user ID. The cookie enables user tracking by synchronising the ID across many Microsoft domains.	Third party
pagead/1p-user- list/#	google.com	Session	Cookie purpose description: Tracks if the user has shown interest in specific products or events across multiple websites and detects how the u ser navigates between sites. This is used for measurement of advertisement efforts an	Third party

			d facilitates payment of referral-fees between websites.	
test_cookie	doubleclick.net https://www.googletagmanager.com/gtm.js?id=GTMKZFG7JH	1 day	Cookie purpose description: Used to check if the user's browser supports cookies	Third party
tr	Facebook.com https://www.facebook.com/tr/?id=662205547450020ev=PageView dl= https%3A%2F%2Fwww.iheed.org%2Fshort-programme-cancer-care%2Frl=https%3A%2F%2Fwww.iheed.org%2Fshort-programme-cancer-care%2Fif=falsest=1613227595574sw = 1024sh = 768v= 2.9 .33r= stableec= 0o= 286fbp=fb.1.1613227595572.1454416984it=1613227595486coo=falseserqm=GET via https://www.googletagman	Session	Cookie purpose description: Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Third party

	ager.com/gtm.js?id=GTM-KZFG7JH			
UserMatchHistory	linkedin.com	29 days	Cookie purpose description: Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	Third party
uvc	addthis.com	1 year	Cookie purpose description: Detects how often the social sharing service, AddThis, encounters the same user	Third party
VISITOR_INFO1_LIVE	youtube.com	179 days	Cookie purpose description: Tries to estimate the users' bandwidth on pages with integrated YouTube videos	Third party
xtc	addthis.com https://s7.addthis.com/js/300/addthis_widget.js?ver=5.5.3#pubid=ra-5b913ec87ee93fb	1 year	Cookie purpose description: Registers the user's sharing of content via social media	Third party
YSC	youtube.com	Session	Cookie purpose description: Registers a unique ID to keep statistics of what videos from YouTube the user has seen	Third party