



# Mental Health Ireland

## COOKIES POLICY

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1.0	July 2023	Maria Walsh-Healy	Entire Document	New Policy

### *Document Control*

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## 1.0.0 INTRODUCTION

This policy explains to you the use of cookies and similar tracking technologies on Mental Health Ireland website, [www.mentalhealthireland.ie](http://www.mentalhealthireland.ie).

## 2.0.0 WHAT IS A COOKIE?

A cookie is a small text file stored on your computer or mobile device that contains data related to a website you visit. Cookies have a number of uses. They are used to ensure that a website functions properly as you might expect it to. Cookies also allow websites to ‘remember’ your browsing habits or preferences over a period of time. Cookies may be set by Mental Health Ireland as the website operator directly (“first-party cookies”) or in some cases, by another third-party service provider (“third-party cookies”). In the latter scenario, cookies are deployed for social media, advertising or analytics purposes. Mental Health Ireland only be able to directly recognise and read the information contained on first-party cookies.

Cookies don’t search your computer for information. Cookies register the information you provide through your browser. When you enter personal and/or financial information on a website, the cookies store your information, both for ease of use on your next visit, and for ad tracking.

Information stored by cookies is usually encoded; it is protected from potential computer hackers by security features (which you, the website owner, have put into place.)

Cookies are necessary and enhance your browsing experience. Without cookies, you would have to re-enter all of your information every time you revisited a site. A cookie will simply remember your information on the website to save you time.

Cookies only store the information you provide. A cookie cannot “grab” your email address. A cookie can store your email address on the website—if you have typed in your email address; a cookie stores all information you voluntarily give when you visit a website.

Cookies themselves contain very little information other than the URL of the website that created the cookie. Because there is so little information, a cookie can’t be used to identify you by name or other personal information. However, advances in technology have seen an increase in how companies can manipulate cookie information to create a profile of your web surfing habits. Again, this is a profile of a particular consumer’s surfing habits and product preferences, there is no name (your name) attached to the profile.

Cookies are harmless. They cannot introduce viruses on your computer.

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Cookies are not the same thing as Spyware. A cookie stores your website surfing information; Spyware stores your Internet surfing information (every site you visit).

### **3.0.0 OTHER TRACKING TECHNOLOGIES**

There are other technologies which we deploy which track behaviour on our website. ‘Tracker Pixels’ are a means of allowing us to check whether you have viewed our content. These “pixels” are essentially tiny, invisible images on our web pages that, once loaded, will communicate your interaction with our content. This allows mentalhealthireland.ie and our partners to gauge the validity of material being presented to you.

### **4.0.0 THIRD PARTIES**

We use third-party technologies across our site. These technologies help us to understand how you use the site and the ways in which we can improve your user experience. These technologies may track certain information such as the pages you visit across our site as well as how long your visit lasts. This allows us to continue providing engaging content.

We also use social media plugins on this site that allow you to view videos and otherwise interact with certain content. In order for these technologies to work, trusted third parties will set cookies and tracker pixels throughout our site. Once enabled, these technologies may be used to enhance your profile or to contribute to the data they hold for various purposes outlined in their respective privacy policies. For any third-party technology used on our site, we will provide a link to that third-party’s respective cookie/privacy policy for your information. We encourage our visitors to review these policies in advance of granting consent to deployment.

### **5.0.0 WHAT INFORMATION DO WE OBTAIN FROM YOU?**

For each visitor to our site, we automatically gather certain potentially identifying information and store it. This information includes your Internet Protocol (IP) address, your browser type, internet service provider (ISP), referring/exit pages, your operating system, date/time stamp, processor or device serial number, unique device identifier, and clickstream data. We collect this information on an individual basis and in aggregate, or combined form.

### **6.0.0 OUR USE OF COOKIES AND SIMILAR TRACKING TECHNOLOGIES**

We use cookies to provide you with the best user experience on our website, this includes:

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- Network Optimisation.
- Remembering you when you wish to log in to your account.
- Providing support for social media features.
- Allowing you to view embedded content.
- Analysing visitor traffic across our site.
- Providing you with more relevant advertising content.
- Remembering your cookie consent status.

## 7.0.0 CATEGORIES OF TRACKING TECHNOLOGIES THAT WE SET

We avail of both first and third-party technologies across our site. Mental Health Ireland takes our visitors' right to privacy seriously in keeping with our obligations. Should you consent to the deployment of any category of optional technology, we will record your consent for a period of no longer than 6 months subject to interaction; at which point these technologies will be disabled. You will then be prompted to refresh you consent.

## 8.0.0 NECESSARY AND ANALYTICAL COOKIES

Cookies are necessary for the website to function. Some cookies are set for security purposes and in response to actions made by you which amount to a service request such as logging in to our platform or filling out forms on our site. Others are for analytical purposes. You have the option to disable these cookies via your browser settings, but should you do so, certain aspects of our site will no longer function. For more information about the specific technologies, we use for this purpose, please see below.

Host	Name	Description	Duration
Cookie Preference	Viewed cookie_policy	This cookie is used to remember a user's choice about cookies on the Mental Health Ireland website. This cookie is, by default, set on arrival to the site with a value of 'True'.	6 months
Google Analytics	_utma _utmb _utmc _utmz	These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they	Determined by Google

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		visited. <a href="#">Click here for an overview of privacy at Google</a>	
YouTube		We embed videos from our official YouTube channel using YouTube's privacy-enhanced mode. This mode may set cookies on your computer once you click on the YouTube video player, but YouTube will not store personally-identifiable cookie information for playbacks of embedded videos using the privacy-enhanced mode. Read more at <a href="#">YouTube's embedding videos information page</a> .	Determined by YouTube
Security	wordfence_verifiedHuman	We use cookies to help enhance the security of the website, to uniquely identify visitors and monitor suspicious traffic.	6 months
eCommerce Recent	woocommerce_recently_viewed	This cookie remembers a visitor's recently viewed products.	6 months
LinkedIn	lang	Set by LinkedIn Used to remember a user's language setting	6 months
Facebook	personalization_id	This cookie is set by Facebook - The cookie allows the visitor to share content from the website onto their Facebook profile	6 months
<a href="#">X</a>	personalization_id	This cookie is set by X - The cookie allows the visitor to share content from the website onto their X profile	6 months

Should you wish to disable these cookies via your browser settings, please see the following links relating to your particular browser.

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

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Most web browsers allow some control of most cookies 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 [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

Visit <http://www.wikihow.com/Disable-Cookies> to see how to disable cookies from a number of devices.

- [Information for visitors of sites and apps using Google Analytics](#)
- [Google Analytics Opt-Out](#)

## 9.0.0 TARGETING/MARKETING TECHNOLOGIES

These cookies and other tracking technologies may be set through our site by either Mental Health Ireland or our advertising and social media partners. They may be used to build a profile of your interests and show you relevant adverts on other sites. These technologies also allow you to view and interact with our social media content across the site such as viewing our Vimeo and YouTube videos. These technologies operate by uniquely identifying your browser and internet device such as your phone or desktop and monitor specific activity across multiple sites. In the majority of cases you have the ability to opt-out of third-party cross-site tracking via the links provided above.

## 10.0.0 FURTHER INFORMATION

We regularly scan our website using a third-party tool to maintain a record of the tracking technologies we deploy. Mentalhealthireland.ie only processes your personal information in accordance with this notice as well as our Privacy Notice.

Should you require additional information then you can contact our Data Protection Officer at the following email address: emailing [info@mentalhealthireland.ie](mailto:info@mentalhealthireland.ie) to amend your preferences or you can call us at 01 284 1166. You may also contact our Data Protection Officer by writing in to:

Data Protection Officer  
2<sup>nd</sup> Floor, Marina House,  
11-13 Clarence Street,  
Dun Laoghaire,  
Co Dublin  
A96 E289

Should you wish to make a complaint regarding the processing of your personal data or are unsatisfied with how we have handled your information, you have the right to lodge a

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complaint with the Irish Supervisory Authority. You may lodge a complaint with the Office of the Data Protection Commissioner via their [online form](#).

## 11.0.0 A FULL, DETAILED DOCUMENT CONTAINING ALL OF THE ABOVE

Following guidance provided by the WP29, a full PDF format document is available to download. A copy can be issued by post also, by contacting a staff member on the details above.

## 12.0.0 SIGN OFF

Policy signed by Author (Staff Member):

DocuSigned by:  
  
D437DE6844EE4B6...

Name:

Maria Walsh-Healy

Date:

09/02/2024

Approval by Chairperson of the Board:

DocuSigned by:  
  
39F58C9D43AB43F...

Name:

Hugh Kane

Date:

09/02/2024

Approval by board Member:

DocuSigned by:  
  
9CA3358B06C34DA...

Name:

Robert O'Connell

Date:

09/02/2024

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