

## 1. Background and objectives

This Cookie Policy explains how our website uses cookies and similar technologies to provide you with an enhanced browsing experience. By continuing to use our website, you agree to the use of cookies as described in this policy.

## 2. What are cookies?

Cookies are small text files that are placed on your device (computer, smartphone, tablet, etc.) when you visit a website. They are widely used to make websites work more efficiently and to provide information to website owners.

To find out more about cookies, including how to see what cookies have been set, visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

## 3. How do we use cookies?

Cookies such as Google Analytics help us to collect information on how people use our website, including the number of visitors, and which parts of the site they visit. This information helps us to make improvements to our website and make sure it is meeting your needs.

## 4. What cookies do we use and why?

### ***Strictly necessary cookies:***

These cookies are essential to enable you to move around the website and use its features, such as accessing secure areas of the website.

Cookie	Name	Purpose
Alliance Homes ASP Session Cookie	__RequestVerificationToken	This cookie is set by web application built in ASP.NET MVC Technologies. This is an anti-forgery cookie used for preventing cross site request forgery attacks.

# Sales Website Cookie Policy



Cookie	Name	Purpose
Alliance Homes Sales Cookie	AllianceHomesSalesCookie	This cookie is used to track acceptance or rejection of Alliance Homes Sales website setting cookies on a user's browser after the user chooses an option in the cookie banner.
Alliance Homes ASP Session Cookie	ASP.NET_SessionId	Issued by Microsoft's ASP.NET Application, this cookie stores session data during a user's website visit.
YouTube	VISITOR_PRIVACY_METADATA	Set by YouTube to store the user's cookie consent state for the current domain.

## ***Performance cookies***

These 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 only used to improve how a website works.

Cookie	Name	Purpose
Google Analytics	_ga _gid	<p>These 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.</p> <p>These cookies don't collect information that</p>

# Sales Website Cookie Policy



Cookie	Name	Purpose
		identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how a website works.
YouTube	YSC	Set by YouTube and is used to track the views of embedded videos on YouTube pages.

## **Functionality cookies:**

These cookies allow the website to remember choices you make (such as your username, language or the region you are in) and provide enhanced, more personal features. For instance, a website may be able to provide you with local weather reports or traffic news by storing the region in which you are currently located in a cookie. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise. They may also be used to provide services you have asked for such as watching a video or commenting on a blog. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.

Cookie	Name	Purpose
Alliance Homes Privacy	AHPrivacy	This cookie is set based on the user's choice on the cookie banner.
Google reCAPTCHA	_GRECAPTCHA	Used by reCAPTCHA on forms.

## **Targeting cookies or advertising cookies:**

These cookies are usually placed by advertising networks with the website operator's permission. They are used to show adverts that are relevant to a visitor's interests.

Cookie	Name	Purpose
Facebook	_fbp	Facebook sets this cookie to show advertisements to users by tracking user behaviour across the web, on sites that have Facebook pixel or Facebook social plugin.
DoubleClick	ar_debug	DoubleClick ad debugging cookie.

## 5. How to change cookie preferences

You can control, accept and decline cookies. If you choose to decline cookies, you may not be able to fully experience the interactive features of our site and any preferences will be lost if you delete cookies. You can change your cookie preferences at any time by clicking the Open Cookie settings in the footer of the website which will bring up a pop-up box allowing the user to define their cookie preferences.

Alternatively, most web browsers allow users to control most cookies through the browser settings. Find out how to manage cookies on popular browsers:

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

To find information relating to other browsers, visit the browser developer's website.

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

## 6. Cookies and data protection

If you would like to know how we collect and process your personal information, please [click here](#) to visit our Privacy Policy.

## 7. Complaints

If you would like to raise a complaint in relation to this policy, you can do this by calling us on **03000 120 120** or emailing us at [act@alliancehomes.org.uk](mailto:act@alliancehomes.org.uk).

All complaints will be handled in line with the latest Alliance Homes Complaint Handling Policy.

## 8. Policy revision

Approval stage	Date completed
SLT review / approval	June 2024
Minor amend made to insert standard complaints section and format for external publication	June 2025
Next review date	June 2026