



Practical advice for healthy eating habits  
from pregnancy to preschool

## **Cookie Statement**

At the Infant & Toddler Forum we want to be open and transparent in the way we use cookies and what this means for you. Some of the cookies we use are essential for the functionality of our website but there are also cookies that you can opt out of or block.

We strive to provide you with sufficient information on the cookies we use so you can make an informed choice on the information you share with us.

If you have any further questions or comments, please feel free to [contact us](#).

### **What are cookies?**

A cookie is a small file saved on your computer or mobile device. It has a unique ID assigned to your device and enables the website to remember your actions and preferences (such as location, language, font size and other display preferences) over a period of time. That way, you don't have to keep re-entering the information whenever you come back to the website or browse from one page to another. Cookies can also help customise your browsing experience.

Not all cookies contain personal information but where they do, we will treat this information as personal data in accordance with our [privacy policy](#). We also treat cookie information as personal data where it is associated with your account or other contact information.

### **Types of cookies**

There are two broad categories of cookies: persistent cookies and session cookies. Persistent cookies remain on your device until deleted manually or automatically. Session cookies remain on your device until you close your browser and are thereby automatically deleted.

### **Why do we use cookies?**

Generally speaking, there are a few reasons why we may use cookies:

- Cookies that are strictly necessary for the website to function and to enable you to make use of the services we provide;
- Cookies that collect data related to the use of our website and the performance of it. We use this information to improve our online products and services;
- Cookies that we use to personalise and optimise your experience on our website. These cookies store information on your choices such as text size, language and screen resolution;
- Cookies that are placed by third parties for enhanced services (such as social media cookies) or for advertising purposes.

Please see below for further information on the types of cookies we use.

### Strictly necessary cookies

These are cookies that we need to be able to offer you a proper functioning website and which enables you to make use of the services we provide.

If these cookies are blocked, you will not be able to make use of our website.

List of strictly necessary cookies

Purpose	Type of data collected	Cookie name	How long is the cookie stored?
In order to allow you to share and print content on the website we use AddThis	Information such as page viewed, page shared, channels on which pages are shares	_atuvc __atssc	1 year
Download PDF	Information such as page downloaded	Local storage	Session

### Analytics and performance-related cookies

These cookies help us measure traffic patterns to determine which areas of our website have been visited. We use this to research a visitor's habits so that we can improve our online products and services. We may log IP addresses (that is, the electronic addresses of computers connected to the internet) to analyse trends, administer the website, track users' movements, and gather broad demographic information.

These cookies are not essential to the website and we will always ask for your consent before placing these cookies. You can withdraw your consent at all times. To do this, [use our tool](#) to manage your cookie settings.

List of performance cookies

Purpose	Type of data collected	Cookie name	How long is the cookie stored?
To help us make our website better for you, we use Google Analytics	These cookies collect useful information, like how many people visit our site, which pages they like most, how long they stay and where on the web they come here from	__utma	2 years
		_ga	26 months
		_gid	4 days

### Cookies for personalisation



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These cookies enable us to recognise your computer and greet you each time you visit our website without bothering you with a request to register or to log in.

These cookies are not essential to the website but enhance the experience for you. We will always ask for your consent before placing these cookies. You can withdraw your consent at all times. To do this, [use our tool](#) to manage your cookie settings.

List of personalisation cookies

Purpose	Type of data collected	Cookie name (do we want to include this?)	How long is the cookie stored?
Identify admin users	Info to identify admin users of the site	logged_in	2 years
Identify admin users	Info to identify admin users of the blog	wp-settings-1	1 year
	Info to identify admin users of the blog	wp-settings-time-1	1 year

### Third-party cookies

These are cookies placed on our website by third parties on our behalf. The cookies enable us to generate personalised advertisements on other websites, which are based on information about you such as your page views on our website. Our website may also place cookies for third-party services such as social media, e.g. signing up for Tot It Up by clicking from a link on Facebook may mean that a Facebook cookie is placed in your browser.

We do not provide any personal information to third parties that place cookies on our website. However, third parties may assume that users who interact with or click on a personalised ad or content displayed on our website fall within a group that the ad or content is directed towards. We do not have access to or control over cookies or other features that advertisers and third party sites may use. The information practices of these third parties are not covered by our privacy or cookie statements. Please contact them directly for more information about their privacy practices.

These cookies are not essential to the website and we will always ask for your consent before placing these cookies. You can withdraw your consent at all times. To do this, [use our tool](#) to manage your cookie settings.

List of third-party cookies



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Purpose	Type of data collected	Cookie name	How long is the cookie stored?
The Facebook Pixel is an analytics tool that allows us to measure the effectiveness of our advertising by understanding the actions people take on our website. We use the data to: make sure ads are being shown to the right people; build advertising audiences; unlock additional Facebook advertising tools	Page views; date and time of the visits; type of device used to visits; events on site, e.g. registrations, purchases	Facebook Pixel Code	Facebook tracks conversions that happen within 1 day, 7 days, and 28 days after a person clicks an ad, and 1 day, 7 days, and 28 days after the ad is viewed. For more information on how Facebook use their cookies you may read their privacy statement covering cookies <a href="#">here</a>

### Your preferences

It's possible to restrict or block cookies or even delete those that have already been placed on your device. If you do so, you may not be able to access certain parts of our website and we may think that you have never visited us before and will therefore show you the cookie notice again and ask for your consent in placing cookies.

Our website has a tool to help you to manage cookies. [You can find this here.](#)

[Change your cookie settings at any time](#)

You can also restrict or block cookies by changing your browser's settings. Check the specific information in your browser's help section to find out how to manage your cookie settings.

### How to contact us

If you have any questions, comments or complaints regarding cookies, please [email us](#).