Cookie Policy

Last updated 22 June 2021

This Cookie Policy explains how Development Initiatives ("Company", "we", "us", and "our") uses cookies and similar technologies to recognise you when you visit our website at https://devinit.org ("Website"). 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 information that becomes personal 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, the Development Initiatives Communications team) 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. advertising, interactive content and analytics). The parties that set these third party cookies can recognise your computer both when it visits the website in question and 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 also 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 Websites for advertising, analytics and other purposes. This is described in more detail below.

How can I control cookies?

You have the right to decide whether to accept or reject cookies.

If you wish to contact us or have any questions about or complaints in relation to this Cookie Policy, please contact us at the following address:
Development Initiatives
First Floor Centre
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 Website and to enable you to use some of its features, such as access to secure areas.

- **Name:** __tlbcpv
- **Purpose:** Used to record unique visitor views of the consent banner.
- **Country:** United States
- **Type:** http_cookie
- **Expires in:** 1 year

**Analytics and customisation cookies**

These cookies collect information that is used either in aggregate form to help us understand how our Websites are being used or how effective our marketing campaigns are, or to help us customise our Websites for you.

- **Name:** __gid
- **Purpose:** Keeps an entry of unique ID which is then used to come up with statistical data on website usage by visitors. It is an HTTP cookie type and expires after a browsing session.
- **Provider:** .devinit.org
- **Service:** Google Analytics [View Service Privacy Policy](http://www.google.com/policies/technologies/cookie/)
- **Country:** United Kingdom
- **Type:** http_cookie
- **Expires in:** 1 day
Name: _ga

Purpose: Records a particular ID used to come up with data about website usage by the user. It is an HTTP cookie that expires after two years.

Provider: .devinit.org

Service: Google Analytics View Service Privacy Policy

Country: United Kingdom

Type: http_cookie

Expires 1 year 11 months 29 days

Name: #collect

Purpose: Sends data such as visitor’s behaviour and device to Google Analytics. It is able to keep track of the visitor across marketing channels and devices. It is a pixel tracker type cookie whose activity lasts for the duration of the browsing session.

Provider: devinit.org

Service: Google Analytics View Service Privacy Policy

Country: United States

Type: pixel_tracker

Expires Session

Name: _gat#

Purpose: Enables Google Analytics to regulate the rate of requesting. It is an HTTP cookie type that lasts for a session.

Provider: .devinit.org

Service: Google Analytics View Service Privacy Policy

Country: United Kingdom

Type: http_cookie

Expires 1 minute

What about other tracking technologies, like web beacons?

Cookies are not the only way to recognise or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called “tracking pixels” or “clear gifs”). These are tiny graphics files that contain a unique identifier that enable us to recognise when someone has visited our
Websites or opened an e-mail including them. This allows us, for example, to monitor the traffic patterns of users from one page within a website to another, to deliver or communicate with cookies, to understand whether you have come to the Website from an online advertisement displayed on a third-party website, to improve site performance, and to measure the success of e-mail marketing campaigns. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functioning.

**Do you serve targeted advertising?**

Third parties may serve cookies on your computer or mobile device to serve advertising through our Websites. These companies may use information about your visits to this and other websites in order to provide relevant advertisements about goods and services that you may be interested in. They may also employ technology that is used to measure the effectiveness of advertisements. This can be accomplished by them using cookies or web beacons to collect information about your visits to this and other sites in order to provide relevant advertisements about goods and services of potential interest to you. The information collected through this process does not enable us or them to identify your name, contact details or other details that directly identify you unless you choose to provide these.

**How often will you update this Cookie Policy?**

We may update this Cookie Policy from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. Please therefore re-visit this Cookie Policy regularly to stay informed about our use of cookies and related technologies.

The date at the top of this Cookie Policy indicates when it was last updated.

**Where can I get further information?**

If you have any questions about our use of cookies or other technologies, please email us at webmaster@devinit.org or contact us by post at:

Communications Team  
Development Initiatives Poverty Research  
First Floor Centre  
The Quorum  
Bond Street South  
Bristol  
BS1 3AE  
UK