



**St John of Jerusalem
Eye Hospital Group**

Cookies Policy



What is a cookie?

Cookies are small text files on your device. They are made by your web-browser when you visit a website. Every time you go back to that website, your browser will send the cookie file back to the website's server. Cookies are useful because they allow a website to recognise a user's device.

You can find more information about cookies at: www.allaboutcookies.org and www.youronlinechoices.eu.

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improving the user experience.

They can also help to ensure that adverts you see online are more relevant to you and your interests.

Why does St John Eye Hospital use cookies?

Like many websites, St John Eye Hospital uses cookies in order to provide you with a more personalised web service.

Cookies help us identify which bits of our website people are using, and help us do work on those sections of the website to improve the user experience. We also use cookies to help show content on our site which is relevant to you and your interests, for example if on a previous visit you went to our pages about emergencies, festivals or events, we might find this out from your cookie and show you other information on our website related to emergencies, festivals or events on subsequent visits.

Information supplied in cookies also allows us to measure the effectiveness of online marketing campaigns for St John Eye Hospital. This enables us to ensure any money we spend on digital marketing gives us a good return on investment.

How to control your cookie preferences

Cookies are used to enable us to improve services for you through, for example:

- remembering if you are logged in so you can move around the website without having to log in again on each page
- measuring how many people are using each page of the website and for how long so that we can try to improve the quality of our website
- enabling you to view content shared on other sites e.g. YouTube or Twitter



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However, if you wish to restrict or block the cookies which are set by our website, or indeed any other website, you can do this through your browser settings. The Help function within your browser should tell you how.

Alternatively, you may wish to visit www.aboutcookies.org which contains comprehensive information on how to do this on a wide variety of browsers. You will also find details on how to delete cookies from your computer as well as more general information about cookies. For information on how to do this on the browser of your mobile phone you will need to refer to your handset manual.

Please be aware that restricting cookies may impact on the functionality of our website.