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NHS Blood and Transplant use cookies to ensure users get the best possible experience when visiting this website. If you continue without changing your settings, we will accept your consent to receive these cookies. To disable cookies you may change your browser settings at any time. Go to aboutcookies.org for information on how to do this.

Cookie information

Cookies are small information files placed on your device. They are widely used to improve services, for example: Measuring how many people are using the websites we provide, so we can make them easier and faster to use

Cookies help us deliver our services, by continuing to use our website you agree to our use of cookies. <u>Learn more</u>

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Cookies cannot be used to identify you personally. To find out more about your personal data visit our privacy page.

Remarketing

We also use cookies for online retargeting purposes to show you relevant adverts from us on third party sites, including social media websites, based on pages you have visited on our site and others.

We hold cookie information for 30 days before the cookie expires.

How to remove cookies

For more information about how to remove cookies from your device, or how to block individual cookies from being set, please see the instructions and guidance at www.aboutcookies.org.

See below for further details about cookies you may encounter while visiting NHSBT websites. These details include what information is being held and how long you can expect it to be stored.

Main Cookies

The following list gives the main cookies used across NHSBT websites:

Cookies: _utma, _utmb, _utam, _utmc, _utmz

Cookies: cookie, ASP.NET_SessionID

Cookie: sifrFetch

Cookie: nhsbt user cookie

Cookie: sf

Third-party Cookies

The following are third-party cookies you may come across on NHSBT websites:

Cookies: id, LO, UA, ID, Id, OAX, Mdata, RMF*, NSC*, ANON_ID

Cookie: fs_uid

Google analytics cookies: _ga; _gid; _gat; _gac_property-id>;

Cookie: _vwo_uuid_v2

IPRO cookies

Data from Google's Interest-based advertising or 3rd party audience data with Google Analytics is used to analyse and segment data for marketing purposes.

Doubleclick - https://www.google.com/intl/en/policies/privacy/ads/

 $amgdgt.com - \underline{http://adconiondirect.com/Adconion\%20Direct\%20Inc\%20Privacy\%20Policy.doconiondirect.com/Adconion%20Direct\%20Inc\%20Privacy\%20Policy.doconiondirect.com/Adconion%20Direct\%20Inc\%20Privacy\%20Policy.doconion%20Direct\%20Privacy\%20Policy.doconion%20Direct\%20Privacy\%20Policy.doconion%20Privacy\%20Policy.doconion%20Privacy\%20Policy.doconion%20Privacy\%20Policy.doconion%20Privacy\%20Policy.doconion%20Privacy\%20Policy.doconion%20Privacy\%20Policy.doconion%20Privacy\%20Policy.doconion%20Privacy\%20Policy.doconion%20Privacy\%20Policy.doconion%$

 $mookie 1.com - \underline{http://www.xaxis.com/page/privacy-policy}$

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