

Website & Cookies

The consent of a parent or guardian is required for children under the age of 13 who wish to use the limited online services available to them.

Cookies

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site. The table below explains the cookies we use and why. We have tried to cover all cookies in the table that we or our technology partners use. Please be aware that there may sometimes be a delay in updating this list. If you do notice any discrepancies, please be sure to let us know.

Name	Purpose
Google Analytics _utma _utmb _utmc _utmz	These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they have visited.
ASP.NET.SessionId	The ASP Session Cookie may be set as part of your online experience if using a site login to enable us to identify you. It only exists for the duration of the browsing session and is deleted afterwards.
notification	A cookie which simply remembers which site notifications have been shown to you.
Google/Google Maps/Google=1 NID PREF HSID APISID SID	These cookies are used by Google to store preferences relating to the use of Google maps, these are necessary for the functionality of the site.
_hjIncludedInSample _hjUserId _hJMinimizedPolls	HotJar helps us see which parts of our websites help users the most, and allow us to create more content like this to make your experience better.
optimizelyBuckets, optimizelyEndUserId, optimizelyPendingLogEvents optimizelySegments	Optimizely is an A/B testing tool. The cookies set within this are used to gather non-personally identifiable information about your interactions with the site to help Chester Zoo make improvements based on the results of this testing.
fbp fr	Used by Facebook to track users to our website. You can see Facebook's privacy policy here https://www.facebook.com/business/help/4719785366

Most web browsers allow some control of most cookies through the browser settings. If you do not wish to allow the use of cookies and still wish to browse the website, you can turn off cookies within your browser settings. For information on how to control or delete cookies set by the Woburn website, please visit www.allaboutcookies.org.

Please note that if you do opt to reject cookies, any personalised functionality of this website will not operate correctly.

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

Social Cookies

Our website is integrated with the following social platforms which independently may set cookies on your computer:

Facebook

Twitter

Pinterest

The Bedford Estates uses Facebook pixel tracking. This pixel records information about your browsing session, which it sends to Facebook, along with a hashed version of the Facebook ID and the URL viewed. The website does not need to collect or send names, email addresses or other contact information to Facebook. No personal information is contained in or collected as a result of using these cookies or pixels.

The Facebook pixel allows us to show you relevant advertisements which we think you will be interested in seeing on your newsfeed on Facebook. The pixel also helps us to deliver you relevant adverts, following your visit to our website.

Additionally, the Facebook pixel helps us to track conversions, where we add them to the pages on our booking website. We can then track these conversions back to the ads running on Facebook. Tracking conversions helps us measure the return on investment of Facebook Ads by reporting on the actions people take after viewing those ads.

Please note that we do not have any control over how the information in these cookies is used nor do we have access to it. Please refer to the cookie policies of the relevant provider for more information.

YouTube Cookies

We embed videos from our official YouTube channel using YouTube's privacy-enhanced mode. This mode may set cookies on your computer once you click on the YouTube video player, but YouTube will not store personally-identifiable cookie information for playbacks of embedded videos using the privacy-enhanced mode. To find out more please visit [YouTube's embedding videos information page](#).

Website User Experience Cookies

We use [Hotjar](#) to better understand our users' needs. This enables us to optimize the service we offer you and improve your experience. Hotjar uses cookies and other technologies to collect data about user behaviour and the device used to visit our websites.

The following data is collected: a device's IP address (which is captured and stored in anonymized form, device screen size, device type (unique device identifiers), browser information, geographic location (country only), preferred language used to display our website, how much time you spend on which pages, which links you choose to click, the completion of forms, what our users do and do not like and judging their overall experience on the site.

Hotjar stores this information in a pseudonymized user profile. This means that your personal data is anonymous to us. Neither Hotjar nor The Bedford Estates will ever use this information to identify individual users or to match it with further data on an individual user. For further details, please see Hotjar's privacy policy by clicking on [this link](#).

You can opt-out to the creation of a user profile, Hotjar's storing of data about your usage of our site and Hotjar's use of tracking cookies on other websites by following this [opt-out link](#).

Our websites contain links to other sites, including those of sponsors and advertisers, whose information practices may be different from ours. Sometimes these sites might conduct contests that are promoted on Woburn Enterprises Limited. Visitors should consult these other third party sites' privacy notices, since these sites are not covered by our privacy policy and may follow different procedures.

Security of Web Data

We use Internet standard encryption technology ("SSL" or "Secure Socket Layer" technology) to encode personal data that you send to us when placing an enquiry through the Website. To check that you are in a secure area of the Website before sending personal data to us, please check that your browser displays an image of a closed padlock or an unbroken key.

However, please note that whilst we take appropriate technical and organisational measures to safeguard the personal data that you provide to us, no transmission over the Internet can ever be guaranteed secure. Consequently, please note that we cannot guarantee the security of any personal data that you transfer over the Internet to us.