



COOKIE POLICY

This Cookie Policy explains how we use cookies on the Lyric Hammersmith Theatre website (our Site). It is designed to assist you in making informed decisions when using our website and services.

This policy should be read in conjunction with our [Privacy Policy](#).

We may update this policy from time to time. This might be for a number of reasons, such as to reflect a change in the law or to accommodate a change in our business practices and the way we use cookies. We recommend that you check here periodically for any changes.

WHAT ARE COOKIES?

Cookies are small files that are automatically placed onto your device by some websites that you visit. They are widely used to allow a website to function, improve visitor experience and provide information on how a site is being used.

There are similar technologies to cookies known as “web beacons”, “pixels” or “tags”. These technologies do a similar job to cookies, allowing website operators to count page views and understand how visitors interact with and respond to certain content on a webpage or email.

We use cookies to help us:

- Make our website work as you’d expect
- Remember your settings during and between visits, including sign-in details
- Improve the speed/security of the site
- Allow you to share pages with social networks like Facebook, Twitter and Pinterest
- Understand how people are using our website so we can improve it
- Make our marketing more efficient
- Ensure that advertising you are shown on other websites meets your interest
- Measure the effectiveness of our website and advertising

We do not use cookies to:

- Collect any sensitive information
- Pay sales commissions

Please note that our Site may link to third party websites which are not operated by us. Where you follow links from our Site to the website of a third party, that website may place different cookies on your device. You should check the relevant privacy and/or cookie policies for more information about how that third party uses cookies.

ESSENTIAL COOKIES

Our essential cookies are set by our website and are required to perform basic functionality, such as retaining your selected tickets in the basket and making a purchase. These we consider necessary to the working of our website. If these are disabled then various functionality on the site will not work as you might expect.

Some of the functionality that essential cookies on our website provide:

- Making our shopping basket and checkout work
- Determining if you are logged in or not
- Remembering your search settings

There is no way to prevent these cookies being set other than to not use our site. The cookies used for these functions are temporary cookies that are removed once the transaction has been completed or you log out of our Site. These cookies do not store any personally identifiable information.

COOKIES FOR SITE ANALYTICS AND PERFORMANCE

We use Google Analytics to understand how the site is being used in order to improve your experience – this data is all anonymous, and helps us to continuously improve our website.

These cookies compile visitor statistics such as how many people have visited our website, what type of technology they are using, how long they spend on the site, what page they look at, for example. These analytics programs also tell us on an anonymous basis how people reached this site (from a search engine, for example) and whether they have been here before.

You can opt-out of being tracked by Google Analytics across all websites here:

<http://tools.google.com/dlpage/gaoptout>

THIRD PARTY COOKIES

These cookies may be set through our website by other companies. Data may be collected by these companies that enable them to serve up adverts on other sites that are relevant to your interests.

We host the Meta and TikTok pixels on our site. These pixels enable us to track users (anonymous to us) once they click on one of our Facebook, Instagram or TikTok adverts. This helps us see how people engage with the content on our website and if they purchase a ticket as a result of clicking on an ad.

Whilst it is not possible for a Facebook, Instagram or TikTok user to entirely opt-out of adverts on the platform itself, you can change what types of adverts you see and the information these social media platforms use to target you with adverts.

You may still see adverts from us on Facebook or Instagram after you change your preferences if you sit within some of Facebook's anonymised interest based groups. Please visit your advertising setting on Meta for more information and to change your advertising preferences:

https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen

To change your ad preferences on TikTok, including information TikTok uses about you to show you ads, go to the TikTok app and tap Profile, then Menu. Tap Settings and privacy, and then Ads. Tap How your ads are personalised. You can then change your ad preferences including targeting based on gender and interests.

Some cookies may be set by engaging with embedded media on our site, such as YouTube and Soundcloud or clicking to share with Facebook, Twitter or Pinterest. These cookies are listed below. Find out more about each company's privacy policy and/or cookie notice using the links.

Facebook - [Privacy Policy](#)

Twitter - [Privacy Policy](#)

Pinterest - [Privacy Policy](#)

YouTube - [Privacy Policy](#)

Soundcloud - [Privacy Policy](#)

TikTok - [Privacy Policy](#)

ADVERTISING COOKIES

Cookies are widely used in online advertising. Neither us, advertisers nor our advertising partners can gain personally identifiable information from these cookies.

You can learn more about online advertising at <http://www.youronlinechoices.com> You can also opt-out of almost all advertising cookies at <http://www.youronlinechoices.com/uk/your-ad-choices>

It is also worth noting that opting out of advertising cookies will not mean you won't see adverts, just simply that they won't be tailored to you any longer.

HOW LONG DO COOKIES LAST?

All cookies have expiration dates that determine how long they stay in your browser.

Session cookies - these are temporary cookies that are placed on your device during your browsing session and then expire (and are automatically erased) whenever you close your browser.

Persistent cookies - these are designed to last for a pre-defined period of time, which varies depending on the nature of the cookie. Persistent cookies stay in your browser until they reach their individual expiry date, or until you manually delete them.

The table below sets out more information about the individual cookies we may use on our Site, the purposes for which they are used, and their duration:

Cookie Name(s)	First or	Cookie Type	Purpose	Duration
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	Third Party			
PHPSESSID SessionID	First Party	Essential	To create and maintain an anonymous user session	Session
CookieDetection	First Party	Essential	To identify whether cookies can be set	Session
_tt_enable_cookie	First Party	Advertising	To remember user preferences	1 year
Cloudflare _cf_bm	Third party	Essential	To distinguish between humans and bots	1 hour
Cloudflare cf_clearance	First Party	Essential	To identify trusted web traffic	1 year
Google _GRECAPTCHA	Third Party	Performance	To provide risk analysis	6 months
Google Analytics _gat_UA-*	First Party	Analytics	To track user behaviour	1 minute
Google Analytics _gid	First Party	Analytics	To store information on how visitors use a website	1 day
Google Analytics _ga_F7V05TJ56H, _ga_G1PBBGK7KZ	First Party	Analytics	To persist session state	1 year 1 month
Google Analytics _ga; _ga_*	First Party	Analytics	To calculate page views, session data and track site usage.	1 year 1 month 4 days
YouTube YSC	Third Party	Advertising	To track video views	Session
YouTube VISITOR_INFO1_LIVE	Third Party	Advertising	To measure bandwidth and determine interface	6 months
YouTube VISITOR_PRIVACY_METADATA	Third Party	Essential	To store the user's cookie consent state	6 months
Twitter / X muc_ads; personalization_id	Third Party	Advertising	To track user behaviour, optimise website and	1 year 1 month 4 days

			integrate features	
Meta / Facebook _fbp	First Party	Advertising	To display advertisements after website visit	3 months
TikTok _ttp; _tt_enable_cookie	Third Party	Advertising	To track and improve performance of advertising campaigns	1 year 24 days
Flashtalking Flashingtalking1	Third Party	Advertising	To track advertising the user may have seen before visiting the website	1 year 1 month
Crimtan bid	Third Party	Advertising	To enable to measurement of campaign effectiveness	5 months
Crimtan cid_*	Third Party	Advertising	To send user relevant ads on subsequent sites	1 year
Crimtan _tmbid	First Party	Analytics	To track key events on the website	1 year

CHANGE YOUR COOKIE SETTINGS IN YOUR BROWSER

When you first visit our website, we'll tell you about our cookies and ask you to accept them. You can always change your mind later by changing the settings in your browser.

Most web browsers allow you to control most cookies through your browser's settings. Use the links below to find out how to change how your browser interacts with cookies across the web and to delete any cookies it's currently storing.

- Chrome: <https://support.google.com/chrome/answer/95647>
- Safari: <https://support.apple.com/kb/ph21411>
- Safari (iOS): <https://support.apple.com/en-gb/HT201265>
- Android: <https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DAndroid>
- Internet Explorer: <https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies>
- MicrosoftEdge: <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy>

- Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences?redirectlocale=en-US&redirectslug=Enabling+and+disabling+cookies>

Please note that we are not responsible for information available on these websites.

COOKIES IN EMAILS

Please note that any emails you receive from us may contain cookies to help us to see if recipients have opened an email and understand how recipients have interacted with it. Once you click on an email that contains a cookie, your contact information may subsequently be cross-referenced to the source email and/or the relevant cookie. If you have enabled images, cookies may be set on your computer or mobile device. Cookies will also be set if you click on any link within the email.

If you do not wish to accept cookies from any one of our emails, simply close the email before downloading any images or clicking on any links. You can also set your browser to restrict cookies or to reject them entirely. These settings will apply to all cookies whether included on websites or in emails.

In some instances, depending on your email or browser settings, cookies in an email may be automatically accepted (for example, when you've added an email address to your address book or safe senders list). Please refer to your email browser or device instructions for more information on this.

REVIEW

This policy was approved by the Lyric's Executive Director on 03 May 2024 and takes effect from that date.

In the event of any significant change to legislation associated with this topic, this policy will be subject to immediate review. In the absence of such a change, the policy will be reviewed every three years.