



# **Crumbs of Control: Ethics, Technologies & Impact of Invasive Cookie Tracking**

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**ROWENNA FIELDING**

**STEF ELLIOTT**



# DATA/TECH ETHICS

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**“don’t be a git”**

negligent  
reckless  
exploitative  
malicious  
anti-social

# DATA/TECH ETHICS

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## OVERVIEW

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# FACEBOOK ALLOWED ADVERTISERS TO TARGET USERS INTERESTED IN “WHITE GENOCIDE” — EVEN IN WAKE OF PITTSBURGH MASSACRE

**Gambling addicts searching on Google for help  
bombarded with ads for online casinos**

**Catholic group spent millions on app data  
that tracked gay priests**

**Amnesty report finds  
Facebook amplified hate  
ahead of Rohingya  
massacre in Myanmar**

**Black Hat Europe: Mental health websites are leaking  
user data**

**Radicalization pipelines: How  
targeted advertising on social  
media drives people to extremes**

**How Targeted Ads and  
Dynamic Pricing Can  
Perpetuate Bias**

**84% of period tracker apps share data with third  
parties**

**The advertising industry is fuelling climate  
disaster, and it's getting away with it**





LOOK AFTER YOUR BROOM

**ADULTS ONLY**

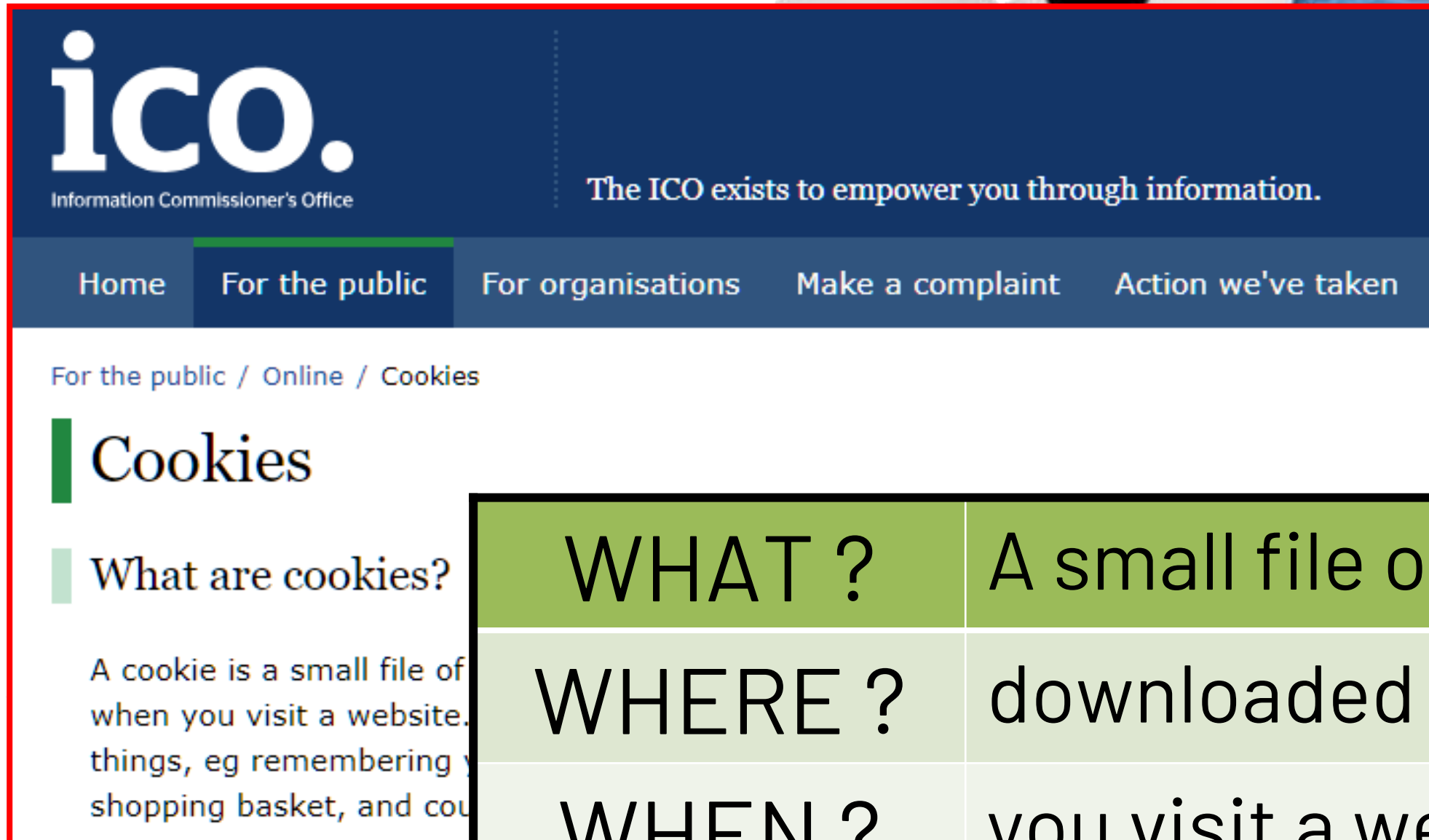
**ADULTS ONLY**

**NC-17**

Sequences of Graphic Bloody  
Violence, Sexuality, Nudity and  
Some Explicit Language  
Including Sexual Swear Words

**NO CHILDRENS 17 & UNDER**

# COOKIES ?



**ico.**  
Information Commissioner's Office

The ICO exists to empower you through information.

Home For the public For organisations Make a complaint Action we've taken

For the public / Online / Cookies

## Cookies

### What are cookies?

A cookie is a small file of ...  
when you visit a website.  
things, eg remembering y  
shopping basket, and cou

A cookie is a small file of letters and numbers that is downloaded on to your computer when you visit a website.

WHAT ?

A small file of letters and numbers that is ....

WHERE ?

downloaded on to your computer .....

WHEN ?

you visit a website.

HOW ?

WHO ?

WHY ?

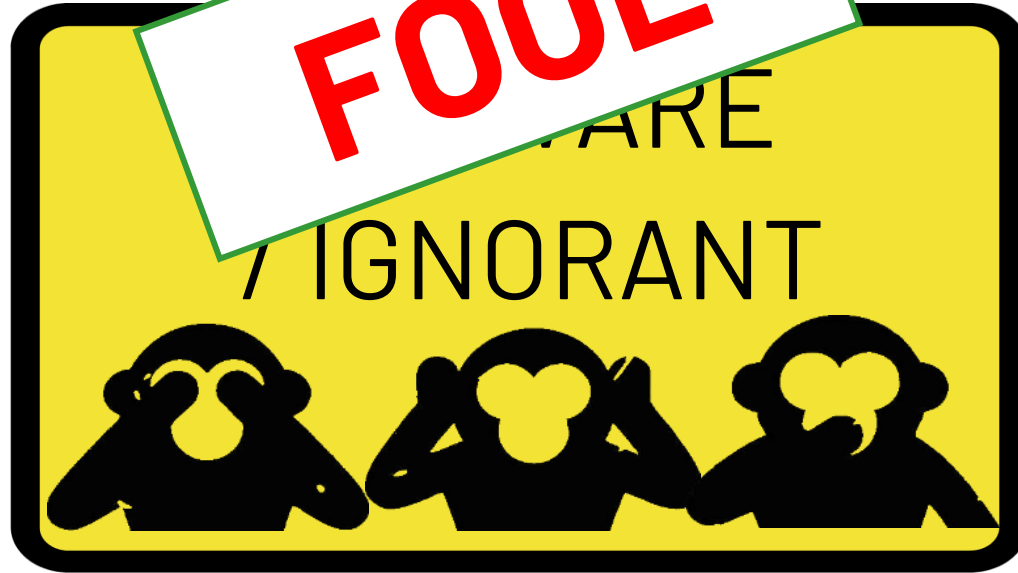
The Grey Area !



# "THREE STAGES OF COMPLIANCE"

Or why **Sisyphos** is the Patron Saint of Data Protection / Privacy Professionals

1 Unconscious  
Incompetence



**ATTENTION !**

2 Conscious  
Competence



**ACTION !**

3 Conscious  
Competence



**DIRECTION !**



# COOKIES , COOKIES, COOKIES ?

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**We're here if you need us. Call 116 123**

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We use cookies. Some are necessary to make our website work and others are optional, allowing us to understand how people use the website and to make sure content and ads are relevant. Some of these optional cookies use your data for the personalisation of ads and may be used for personalised and non-personalised advertising. Cookies are stored on your device and are placed by us and trusted partners. Find out more in our [cookie policy](#).

**Accept cookies**

[Cookies settings](#)

Manage Cookie Consent

To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.




[Acceptable Use Policy](#) | [Cookie Policy](#) | [Privacy Policy](#) | [Terms of Use](#)

**Accept**

**Deny**

**View preferences**

← → ↻ samaritans.org/how-we-can-help/if-youre-having-difficult-time/i-want-kill-myself/

Choose another country to see content specific to your location.  United Kingdom  [Continue](#) 

**SAMARITANS** [Contact a Samaritan](#)

**How we can help** [Home](#) > [How we can help](#)

**I want to die. How will talking help me?**


**We're here if you need us. Call 116 123**

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[Accept cookies](#) [Cookies settings](#)

**Suicidal thoughts can be complex, frightening and confusing.**

We're not afraid of going into difficult areas with you, and we'll take you seriously whether you're having a few suicidal thoughts or have made clear plans to end your life.

 **Call us now for free on 116 123**  
[More about calling us](#)

**I want to die. How will talking help me?**

We're experienced in listening to people with suicidal thoughts, feelings and plans and are here to support you:

[https://  
www.samaritans.org/  
how-we-can-help  
/if-youre-having-  
difficult-time  
/i-want-kill-myself/](https://www.samaritans.org/how-we-can-help/if-youre-having-difficult-time/i-want-kill-myself/)



**ELD**😊**RAD**😊

***... WE'RE QUACKERS!***





ELD 😊 RAD 😊







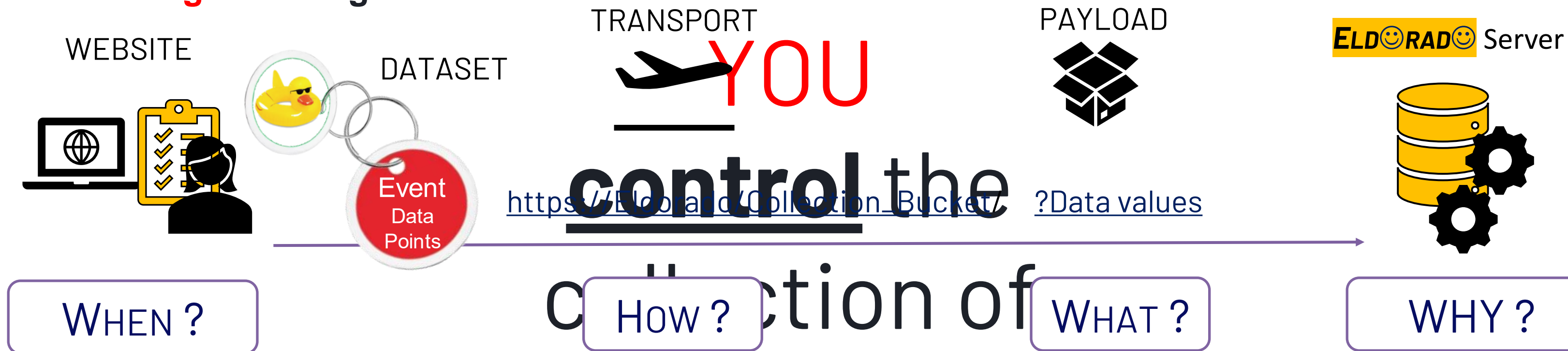
Webhook

# ELD☺RAD☺ TAG / PIXEL : DATA COLLECTION - BASICS

- **YOU** add Tag to your website.
- Web site visitor interacts with **YOUR website / Page** with Tag/Pixel on.



Webhook



A Website visitor is observed doing a certain thing (events)

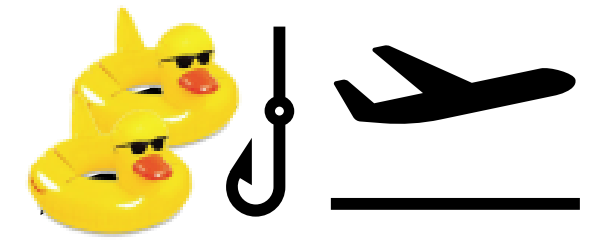
- Defined **by YOU**
- on **YOUR website**

A DATASET is sent to ELD☺RAD☺

- using the Code
- provided by ELD☺RAD☺
- Deployed **by YOU**
- and Configured **by YOU**
- on **YOUR website**

Purposes agreed **by YOU** for Processing by ELD☺RAD☺

# ELD☺RAD☺ TAG / PIXEL : DATA FLOW BASICS



Webhook

Web site visitor lands on **YOUR website / Page** with Tag/Pixel on

[https://Eldorado/Collection\\_Bucket/](https://Eldorado/Collection_Bucket/)

**?Data values**



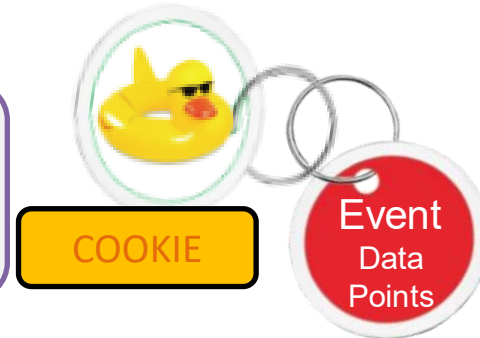
PAYLOAD

Server Event  
Parameters

Telemetry data 

Standard HTTP info of web request + event specific  
Data link sent to **ELD☺RAD☺**

Customer Information  
Parameters



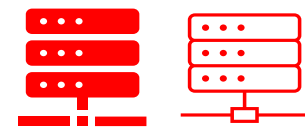
Matching  
Process  

1) To Enable **ELD☺RAD☺** to record event & allocate it to **YOUR website**

2) Identify **YOUR website** user against **ELD☺RAD☺** profile

3) Attribute the Event to the **ELD☺RAD☺** profile of **YOUR website** user

Custom Data  
Parameters



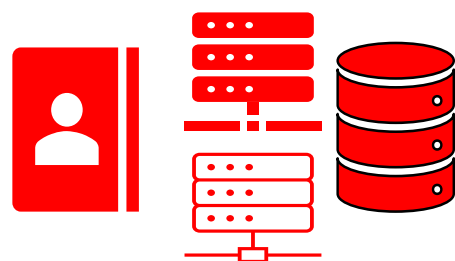
Link Datapoints  
to the observed Event

4) Link Data points to the **ELD☺RAD☺** Profile and event

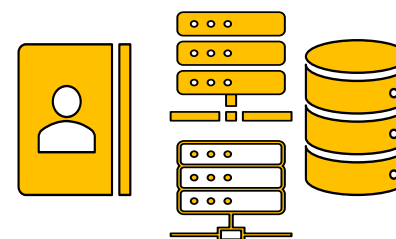
5) Provide consolidated reporting for **YOU** – the website owner

6) Enable targeted marketing via **ELD☺RAD☺**

Data Stored by **ELD☺RAD☺**  
/ Used by **YOU**



Data Stored  
/ Used by  
**ELD☺RAD☺**



7) Enable **ELD☺RAD☺** to use Data derived from **YOUR Events** for **ELD☺RAD☺** Customer

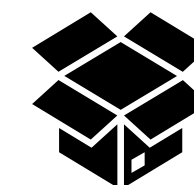
# ELDRAD EVENTS = DATA COLLECTION

WHEN?

Event rules are launched



- As the visitor navigates around **your** website if various actions are observed, then event data is collected.
- **Your** Event rules determine when data is collected



PAYLOAD

Event	Automatically triggered...	Parameters
<b>page_view (web)</b>	each time the page loads or the browser history state is changed by the active site Collected by default via <u>enhanced measurement</u> .	<ul style="list-style-type: none"> <li>• <b>page_location (page URL),</b></li> <li>• <b>page_referrer (previous page URL),</b></li> <li>• <b>page_title</b></li> <li>• engagement_time_msec</li> </ul>
<b>Scrolls scroll</b>	the first time a user reaches the bottom of each page (i.e., when a 90% vertical depth becomes visible)	
<b>OutBound click (web)</b>	each time a user clicks a link that leads away from the current domain	<ul style="list-style-type: none"> <li>• <b>link_classes,</b></li> <li>• <b>link_domain,</b></li> <li>• <b>link_id,</b></li> <li>• <b>link_url,</b></li> <li>• <b>outbound (boolean)</b></li> </ul>





# ELD 😊 RAD 😊 EVENTS = DATA COLLECTION

## WHEN?

Event	Automatically triggered...	Parameters
<b>page_view (web)</b>	each time the page loads or the browser history state is changed by the active site Collected by default via <u>enhanced measurement</u> .	<ul style="list-style-type: none"> <li>• <b>page_location (page URL),</b></li> <li>• <b>page_referrer (previous page URL),</b></li> <li>• <b>page_title</b></li> <li>• engagement_time_msec</li> </ul>
<b>Form interactions</b> <b>form_start</b> <b>form_submit</b>	<p>'form_start': the first time a user interacts with a form in a session            'form_submit': when the user submits a form</p> <p>You can use these two events to see how many users started to fill out a form and compare the information to users who submitted the form.</p> <p><b>Note: You can only use the parameters in your reports if you create custom dimensions for them.</b></p>	<p><b>form_start</b></p> <ul style="list-style-type: none"> <li>• form_id: HTML id attribute of the &lt;form&gt; DOM element</li> <li>• form_name: HTML name attribute of the &lt;form&gt; DOM element</li> <li>• form_destination: URL to which the form is being submitted</li> </ul> <p><b>form_submit</b></p> <ul style="list-style-type: none"> <li>• form_id: HTML id attribute of the &lt;form&gt; DOM element</li> <li>• form_name: HTML name attribute of the &lt;form&gt; DOM element</li> <li>• form_destination: URL to which the form is being submitted</li> <li>• form_submit_text: text of the submit button, if present</li> </ul>

# RIGHTS OR JUST PRIVILEGE EXTENDED

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## Will you tell anybody I'm suicidal?

In most situations and for most people we are a confidential service and we won't ever tell anyone about our conversation, or even that you called, unless you ask us to. However, there are important exceptions to this.

We won't call emergency services, except for in these circumstances:

- You ask us to, and you're unable to call for yourself
- You've already told us your address, location or phone number, and then become incoherent or unconscious during the call
- You're in one of our branches, and you've harmed yourself in a way that puts you in danger at that time
- You are a child or an adult at risk
- Your situation fits one of the reasons why we cannot maintain confidentiality

[You can read more about these exemptions in our safeguarding policy.](#)

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SAMARITANS

How we can help

Home > How we can help

I want to

### We're here if you need us. Call 116 123

We use cookies. Some are necessary to make our website work and others are optional, allowing us to understand how people use the website and to make sure content and ads are relevant. Some of these optional cookies use your data for the personalisation of ads and may be used for personalised and non-personalised advertising. Cookies are stored on your device and are placed by us and trusted partners. Find out more in our [cookie policy](#).

[Accept cookies](#)

[Cookies settings](#)

## Suicidal thoughts can be complex, frightening and confusing.

We're not afraid of going into difficult areas with you, and we'll take you seriously whether you're having a few suicidal thoughts or have made clear plans to end your life.



Call us now for free on 116 123

[More about calling us](#)

## I want to die. How will talking help me?

We're experienced in listening to people with suicidal thoughts, feelings and plans and are here to support you:

Name	St...	Type	Initiator	T...	Connection ...
<input type="checkbox"/> consentreceipts	(u...	ping		(...	
<input type="checkbox"/> i-want-kill-myself/	200	document	Other	1...	
<input type="checkbox"/> otSDKStub.js	200	script	i-want-kill-myself/:16	6...	
<input checked="" type="checkbox"/> website.2be063e1d355.css	200	stylesheet	i-want-kill-myself/:24	2...	
<input type="checkbox"/> varah-regular.9c217261602a.woff2	200	font	i-want-kill-myself/:28	2...	
<input type="checkbox"/> varah-regular-italic.5e720f5e10a4.woff2	200	font	i-want-kill-myself/:29	2...	
<input type="checkbox"/> varah-light.4f6dfad2474d.woff2	200	font	i-want-kill-myself/:30	2...	
<input type="checkbox"/> varah-light-italic.d3096fe1260b.woff2	200	font	i-want-kill-myself/:31	2...	
<input type="checkbox"/> varah-bold.8b023e719021.woff2	200	font	i-want-kill-myself/:32	2...	
<input type="checkbox"/> varah-bold-italic.af214df82dfe.woff2	200	font	i-want-kill-myself/:33	2...	
<input type="checkbox"/> email-decode.min.js	200	script	i-want-kill-myself/:3753	6...	
<input type="checkbox"/> website.9f87d57b828b.js	200	script	i-want-kill-myself/:3753	2...	
<input type="checkbox"/> chat-utils.b8b337fa6313.js	200	script	i-want-kill-myself/:3758	2...	
<input type="checkbox"/> 5.2.0	200	script	i-want-kill-myself/:3761	6...	
<input type="checkbox"/> 0a5bb920-9967-47b7-8e06-2f6741e0a1aa.json	200	xhr	otSDKStub.js:1	7...	
<input type="checkbox"/> location	200	xhr	otSDKStub.js:1	5...	
<input type="checkbox"/> gtm.js?id=GTM-PCSWFRF	200	script	i-want-kill-myself/:68	3...	
<input type="checkbox"/> otBannerSdk.js	200	script	otSDKStub.js:1	8...	
<input type="checkbox"/> service-status/	200	fetch	chat-utils.b8b337fa6313.js:1	1...	
<input type="checkbox"/> en.json	200	fetch	otBannerSdk.js:1	1...	
<input type="checkbox"/> otSDKStub.js?did=0a5bb920-9967-47b7-8e06-2f6...	200	script	gtm.js?id=GTM-PCSWFRF:191	7...	
<input type="checkbox"/> otCenterRounded.json	200	fetch	otBannerSdk.js:1	8...	
<input type="checkbox"/> otPcCenter.json	200	fetch	otBannerSdk.js:1	5...	
<input checked="" type="checkbox"/> otCommonStyles.css	200	fetch	otBannerSdk.js:1	1...	
<input checked="" type="checkbox"/> 0a5bb920-9967-47b7-8e06-2f6741e0a1aa.json	404	xhr	otSDKStub.js?did=0a5bb920-9967-47b7-	5...	
<input checked="" type="checkbox"/> favicon-32x32.6a7f043b5c03.png	200	png	Other	4...	
<input checked="" type="checkbox"/> ot_guard_logo.svg	200	fetch	otBannerSdk.js:1	6...	
<input checked="" type="checkbox"/> ot_company_logo.png	200	png	Other	5...	
<input checked="" type="checkbox"/> powered_by_logo.svg	200	svg+xml	Other	6...	

29 requests | 830 kB transferred | 3.7 MB resources | Finish: 1.12 s | DOMContentLoaded: 695 ms | Load: 898 ms

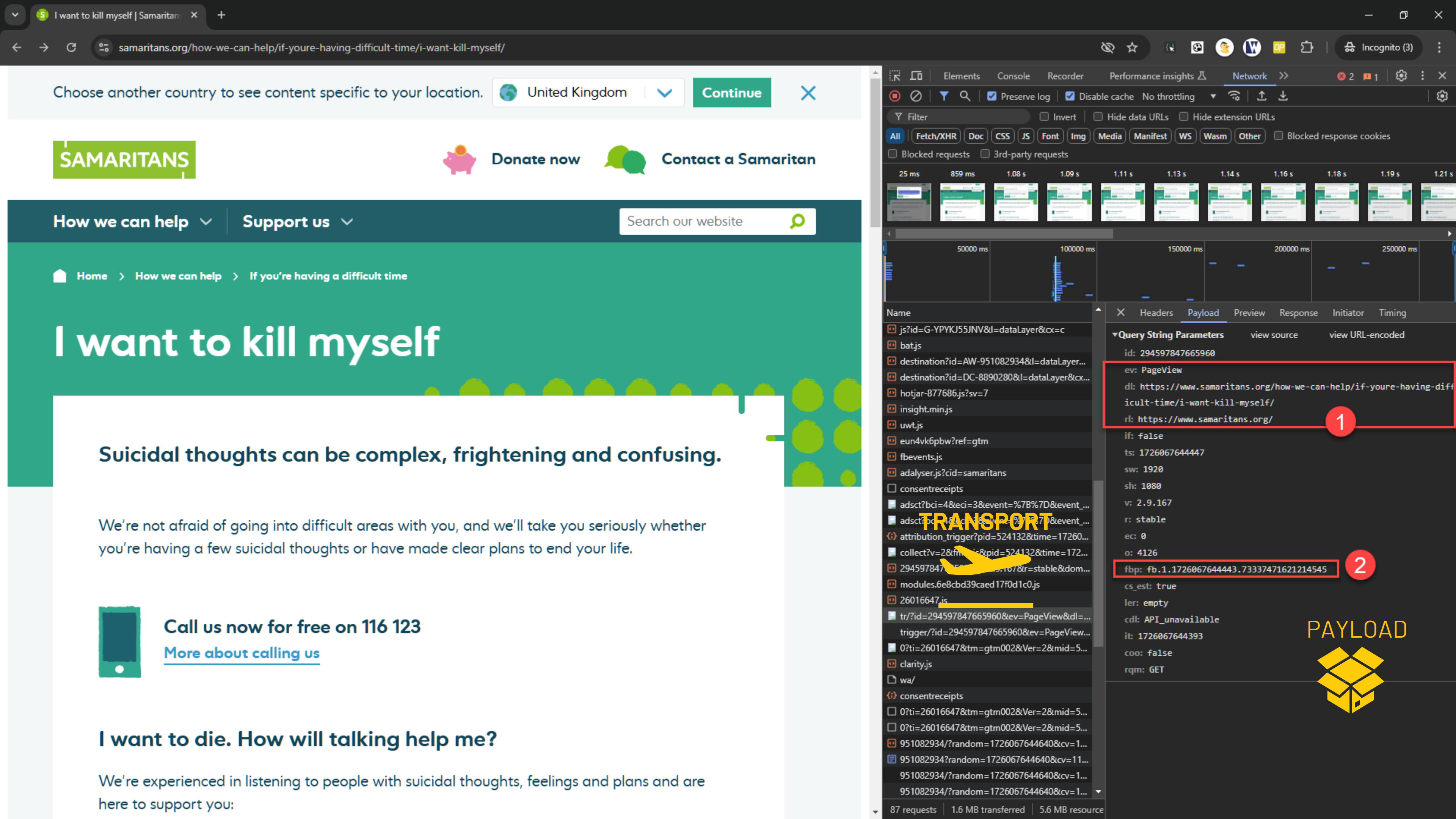
# RIGHTS OR JUST PRIVILEGE EXTENDED

The screenshot shows the Samaritans website with a navigation bar and a main content area. The page title is "I want to kill myself". The main text reads: "Suicidal thoughts can be complex, frightening and confusing. We're not afraid of going into difficult areas with you, and we'll take you seriously whether you're having a few suicidal thoughts or have made clear plans to end your life." Below this, there is a call to action: "Call us now for free on 116 123" with a link "More about calling us". At the bottom, another section is titled "I want to die. How will talking help me?" with the text: "We're experienced in listening to people with suicidal thoughts, feelings and plans and are here to support you:".

The screenshot shows the network tab of a browser's developer tools. It displays a list of requests with columns for Name, Status, Type, Initiator, and Connection. A yellow arrow points to a request with the name "26016647.js" and status "200". The word "TRANSPORT" is written in yellow over the network tab. The status bar at the bottom shows "82 requests | 1.5 MB transferred | 5.6 MB resources | Finish: 2.4 min | DOMContentLoaded: 695 ms | Load: 898 ms".

Name	St...	Type	Initiator	T...	Connection ...
js?id=G-YPYKJ55JNV&l=dataLayer&cx=c	200	script	gtm.js?id=GTM-PCSWFRF:191	1...	
bat.js	200	script	gtm.js?id=GTM-PCSWFRF:191	2...	
destination?id=AW-951082934&l=dataLayer&cx=...	200	script	gtm.js?id=GTM-PCSWFRF:191	4...	
destination?id=DC-8890280&l=dataLayer&cx=c	200	script	gtm.js?id=GTM-PCSWFRF:191	1...	
hotjar-877686.js?sv=7	200	script	gtm.js?id=GTM-PCSWFRF:191	2...	
insight.min.js	200	script	gtm.js?id=GTM-PCSWFRF:191	1...	
uwt.js	200	script	gtm.js?id=GTM-PCSWFRF:191	1...	
eun4vk6pbw?ref=gtm	200	script	gtm.js?id=GTM-PCSWFRF:191	4...	
fbevents.js	200	script	VM256:1	2...	
adalyser.js?cid=samaritans	200	script	VM257:1	7...	
consentreceipts	200	preflight	Preflight	4...	
adsct?bci=4&eci=3&event=%7B%7D&event_id=...	200	text/html	uwt.js:1	2...	
adsct?bci=8&eci=3&event=%7B%7D&event_id=...	200	text/html	uwt.js:1	2...	
attribution_trigger?pid=524132&time=17260676...	200	xhr	insight.min.js:1	2...	
collect?v=2&fingerprint=524132&time=172606...	200	javascript	insight.min.js:1	2...	
294597847665960&ev=PageView&dl=htt...	200	script	fbevents.js:126	3...	
modules.6e8cbd39caed17f0d1c0.js	200	script	hotjar-877686.js?sv=7:3	4...	
26016647.js	200	script	bat.js:1	4...	
tr/?id=294597847665960&ev=PageView&dl=htt...	200	text/plain	fbevents.js:198	9...	
trigger/?id=294597847665960&ev=PageView&td...	200	png	fbevents.js:198	4...	
0?ti=26016647&tm=gtm002&Ver=2&mid=51e1f...	204	text/plain	bat.js:1	4...	
clarity.js	200	script	eun4vk6pbw?ref=gtm:1	8...	
wa/	204	xhr	insight.min.js:1	1...	
consentreceipts	200	xhr	otBannerSdk.js:1	2...	
0?ti=26016647&tm=gtm002&Ver=2&mid=51e1f...	204	ping	bat.js:1	4...	
0?ti=26016647&tm=gtm002&Ver=2&mid=51e1f...	204	ping	bat.js:1	8...	
951082934/?random=1726067644640&cv=11&fs...	200	script	destination?id=AW-951082934&l=data	1...	
951082934/?random=1726067644640&cv=11&fs...	200	document		2...	
951082934/?random=1726067644640&cv=11&fs...	200	gif	951082934/?random=1726067644640&	3...	
951082934/?random=1726067644640&cv=11&fs...	200	gif	951082934/?random=1726067644640&	1...	





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SAMARITANS

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How we can help Support us

Home > How we can help > If you're having a difficult time

# I want to kill myself

## Suicidal thoughts can be complex, frightening and confusing.

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[More about calling us](#)

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We're experienced in listening to people with suicidal thoughts, feelings and plans and are here to support you:

Elements Console Recorder Performance insights Network

Filter  Invert  Hide data URLs  Hide extension URLs

All Fetch/XHR Doc CSS JS Font Img Media Manifest WS Wasm Other  Blocked response cookies

Blocked requests  3rd-party requests

25 ms 859 ms 1.08 s 1.09 s 1.11 s 1.13 s 1.14 s 1.16 s 1.18 s 1.19 s 1.21 s

50000 ms 100000 ms 150000 ms 200000 ms 250000 ms

Name

- js?id=G-YPYKJ55JNV&l=dataLayer&cx=c
- bat.js
- destination?id=AW-951082934&l=dataLayer...
- destination?id=DC-8890280&l=dataLayer&cx...
- hotjar-877686.js?sv=7
- insight.min.js
- uwt.js
- eun4vk6pbw?ref=gtm
- fbevents.js
- adalyser.js?cid=samaritans
- consentreceipts
- adsct?bci=4&eci=3&event=%7B%7D&event\_...
- adsct?bci=4&eci=3&event=%7B%7D&event\_...
- attribution\_trigger?pid=524132&time=17260...
- collect?v=2&fm=...&pid=524132&time=172...
- 294597847...&tr=stable&dom...
- modules.6e8cbd39caed17f0d1c0.js
- 26016647.js
- tr/?id=294597847665960&ev=PageView&dl=...
- trigger/?id=294597847665960&ev=PageView...
- 0?ti=26016647&tm=gtm002&Ver=2&mid=5...
- clarity.js
- wa/
- consentreceipts
- 0?ti=26016647&tm=gtm002&Ver=2&mid=5...
- 0?ti=26016647&tm=gtm002&Ver=2&mid=5...
- 951082934/?random=1726067644640&cv=1...
- 951082934/?random=1726067644640&cv=11...
- 951082934/?random=1726067644640&cv=1...
- 951082934/?random=1726067644640&cv=1...

87 requests | 1.6 MB transferred | 5.6 MB resource

Headers Payload Preview Response Initiator Timing

▼ Query String Parameters [view source](#) [view URL-encoded](#)

id: 294597847665960

ev: PageView

dl: https://www.samaritans.org/how-we-can-help/if-youre-having-difficult-time/i-want-kill-myself/

rl: https://www.samaritans.org/

if: false

ts: 1726067644447

sw: 1920

sh: 1080

v: 2.9.167

r: stable

ec: 0

o: 4126

fbp: fb.1.1726067644443.73337471621214545

cs\_est: true

ler: empty

cdl: API\_unavailable

it: 1726067644393

coo: false


rqm: GET



**TRANSPORT**


**PAYLOAD**

Papyrus UK Suicide Prevention | x +


papyrus-uk.org

Vivid  Accessibility and Language Tools

 **PAPYRUS**  
PREVENTION OF YOUNG SUICIDE 



[Donate](#) [HOPELINK Safety Plan](#) [HOPELINE247](#)  
0800 068 41 41 



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 **Need Help?**

**Thinking of suicide?** [Suggest Feedback](#)

Are you, or is a young person you know, not coping with life? For confidential suicide prevention advice contact HOPELINE247.

 0800 068 4141  pat@papyrus-uk.org

**Watch the full video**

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Vivid Accessibility and Language Tools

Donate

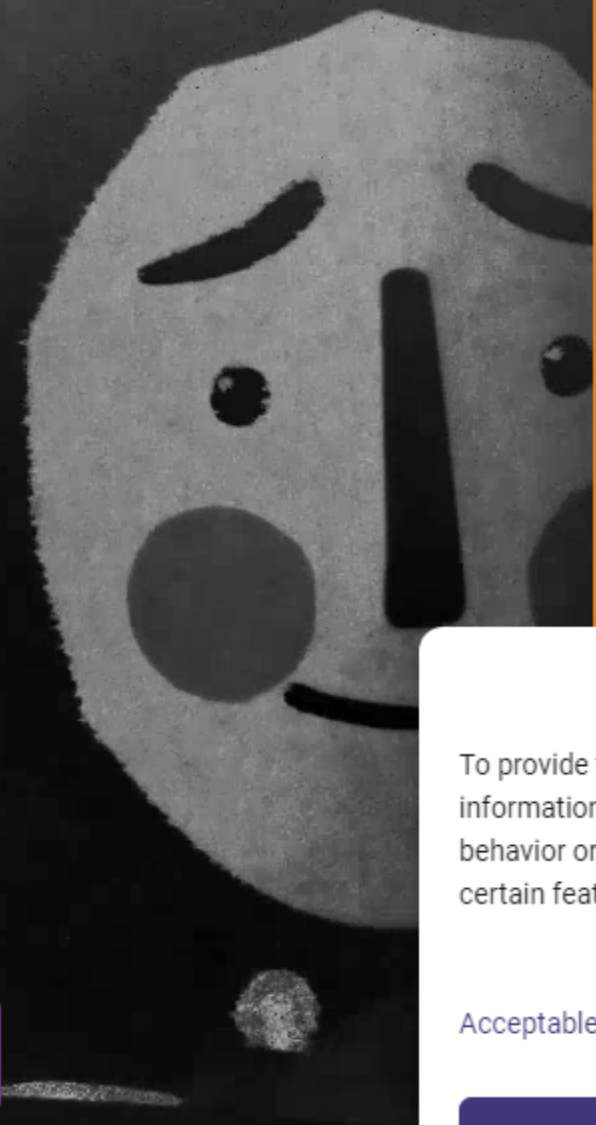
HOPELINK Safety Plan

HOPELINE247  
0800 068 41 41



Home About Help and advice Fundraising Education and training News and campaigns Get involved Contact us Shop

Need Help?



### Thinking of suicide?

Are you, or is a young person you know, not coping with life? For confidential suicide prevention advice contact HOPELINE247.

0800 068 4141 pat@papyrus-uk.org

[Suggest Feedback](#)

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Elements Console Recorder Performance insights Sources Network

Filter  Invert  Hide data URLs  Hide extension URLs

All [Fetch/XHR](#) [Doc](#) [CSS](#) [JS](#) [Font](#) [Img](#) [Media](#) [Manifest](#) [WS](#) [Wasm](#) [Other](#)  Blocked response cookies

Blocked requests  3rd-party requests

Hit Ctrl + R to reload and capture filmstrip.

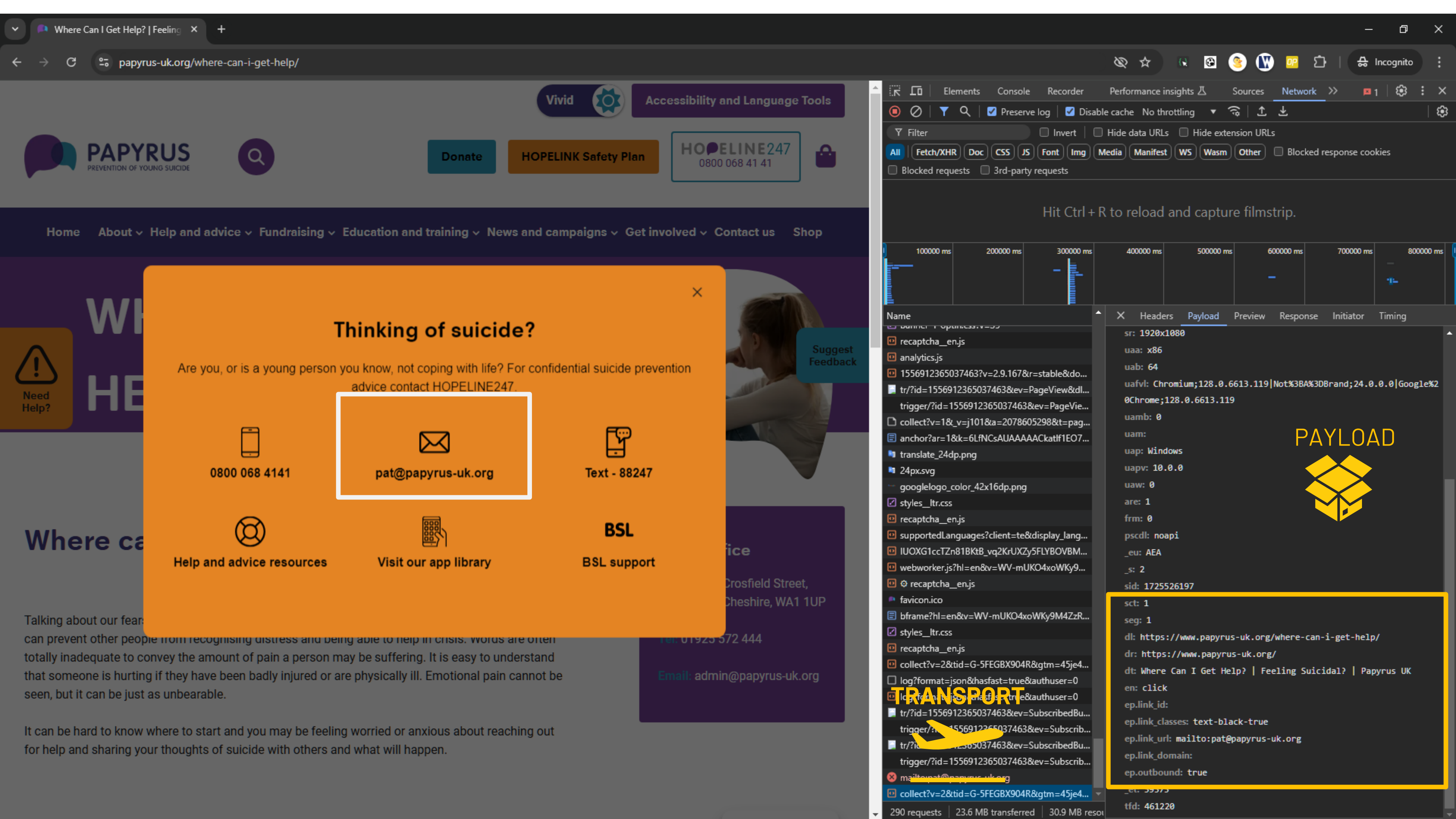
5000 ms 10000 ms 15000 ms 20000 ms 25000 ms 30000 ms 35000 ms 40000 ms 45000 ms 50000 ms 55000 ms

Name	Headers	Payload	Preview	Response	Initiator	Timing
HubCheck		<b>TRANSPORT</b>				
analytics.js						
collect?v=1&v=j101&a=217842017&t=page...						
banner-1-optin.css?v=35						
24px.svg						
googlelogo_color_42x16dp.png						
translate_24dp.png						
recaptcha_en.js						
Untitled.mp4						
yt5s.com-Sinking-Feeling-1080p.mp4						
anchor?ar=1&k=6LfNCsAUAAAAAackatlf1EO7...						
yt5s.com-Sinking-Feeling-1080p.mp4						
Untitled.mp4						
supportedLanguages?client=te&display_lang...						
styles_ltr.css						
recaptcha_en.js						
IUOXG1ccTZn81BKtB_vq2KrUXZy5FLYBOVBM...						
webworker.js?hl=en&v=WV-mUKO4xoWKy9...						
favicon.ico						
recaptcha_en.js						
bframe?hl=en&v=WV-mUKO4xoWKy9M4Zr...						
styles_ltr.css						
recaptcha_en.js						
log?format=json&hasfast=true&authuser=0						
log?format=json&hasfast=true&authuser=0						

150 requests | 21.2 MB transferred | 24.8 MB resou

**PAYLOAD**

```
v: 1
_v: j101
a: 217842017
t: pageview
_s: 1
dl: https%3A%2F%2Fwww.papyrus-uk.org%2F
ul: en-gb
de: UTF-8
dt: Papyrus%20UK%20Suicide%20Prevention%207C%20Prevention%20of%
20Young%20Suicide
sd: 24-bit
sr: 1920x1080
vp: 1146x963
je: 0
_u: YCDACUABBBAAAACAAI~
jid: 510620924
gjid: 474208285
cid: 1999246056.1725526198
tid: UA-126749873-1
_gid: 1814549014.1725526198
_r: 1
gtm: 457e4930za200zb889601894
gcd: 131313131111
dma: 0
tag_exp: 0
did: dZTNiMT
gdid: dZTNiMT
jssc: 1
z: 2129970968
```



### Thinking of suicide?

Are you, or is a young person you know, not coping with life? For confidential suicide prevention advice contact HOPELINE247.

0800 068 4141

pat@papyrus-uk.org

Text - 88247

Help and advice resources

Visit our app library

BSL support

Hit Ctrl + R to reload and capture filmstrip.

Name	Headers	Payload	Preview	Response	Initiator	Timing
recaptcha_en.js						
analytics.js						
1556912365037463?v=2.9.167&r=stable&do...						
tr/?id=1556912365037463&ev=PageView&dl...						
trigger/?id=1556912365037463&ev=PageVie...						
collect?v=1&_v=j101&a=2078605298&t=pag...						
anchor?ar=1&k=6LfNCsAUAAAAAackatf1EO7...						
translate_24dp.png						
24px.svg						
googlelogo_color_42x16dp.png						
styles_ltr.css						
recaptcha_en.js						
supportedLanguages?client=te&display_lang...						
IUOXG1ccTZn81BKtB_vq2KrUXZy5FLYBOVBM...						
webworker.js?hl=en&v=WV-mUKO4xoWKy9...						
recaptcha_en.js						
favicon.ico						
bframe?hl=en&v=WV-mUKO4xoWKy9M4Zr...						
styles_ltr.css						
recaptcha_en.js						
collect?v=2&tid=G-5FEGBX904R&gtm=45je4...						
log?format=json&hasfast=true&authuser=0						
log?format=json&hasfast=true&authuser=0						
tr/?id=1556912365037463&ev=SubscribedBu...						
trigger/?id=1556912365037463&ev=Subscrib...						
tr/?id=1556912365037463&ev=SubscribedBu...						
trigger/?id=1556912365037463&ev=Subscrib...						
mailto:pat@papyrus-uk.org						
collect?v=2&tid=G-5FEGBX904R&gtm=45je4...						

sr: 1920x1080  
uaa: x86  
uab: 64  
uafvl: Chromium;128.0.6613.119|Not%3BA%3DBrand;24.0.0.0|Google%20Chrome;128.0.6613.119  
uamb: 0  
uam:  
uap: Windows  
uapv: 10.0.0  
uaw: 0  
are: 1  
frm: 0  
pscdl: noapi  
\_eu: AEA  
\_s: 2  
sid: 1725526197  
sct: 1  
seg: 1  
dl: https://www.papyrus-uk.org/where-can-i-get-help/  
dr: https://www.papyrus-uk.org/  
dt: Where Can I Get Help? | Feeling Suicidal? | Papyrus UK  
en: click  
ep.link\_id:  
ep.link\_classes: text-black-true  
ep.link\_url: mailto:pat@papyrus-uk.org  
ep.link\_domain:  
ep.outbound: true  
tfd: 461220

TRANSPORT




# Rights or Just Privilege extended

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Close



## Report domestic abuse


Report   Tell us about   Apply or register   Request   Thanks and complaints   Your area

Leave this site

**Report domestic abuse**

**⚠ Is it an emergency?**

If you or someone else are in immediate danger or you need support right away, call [999](#) now.

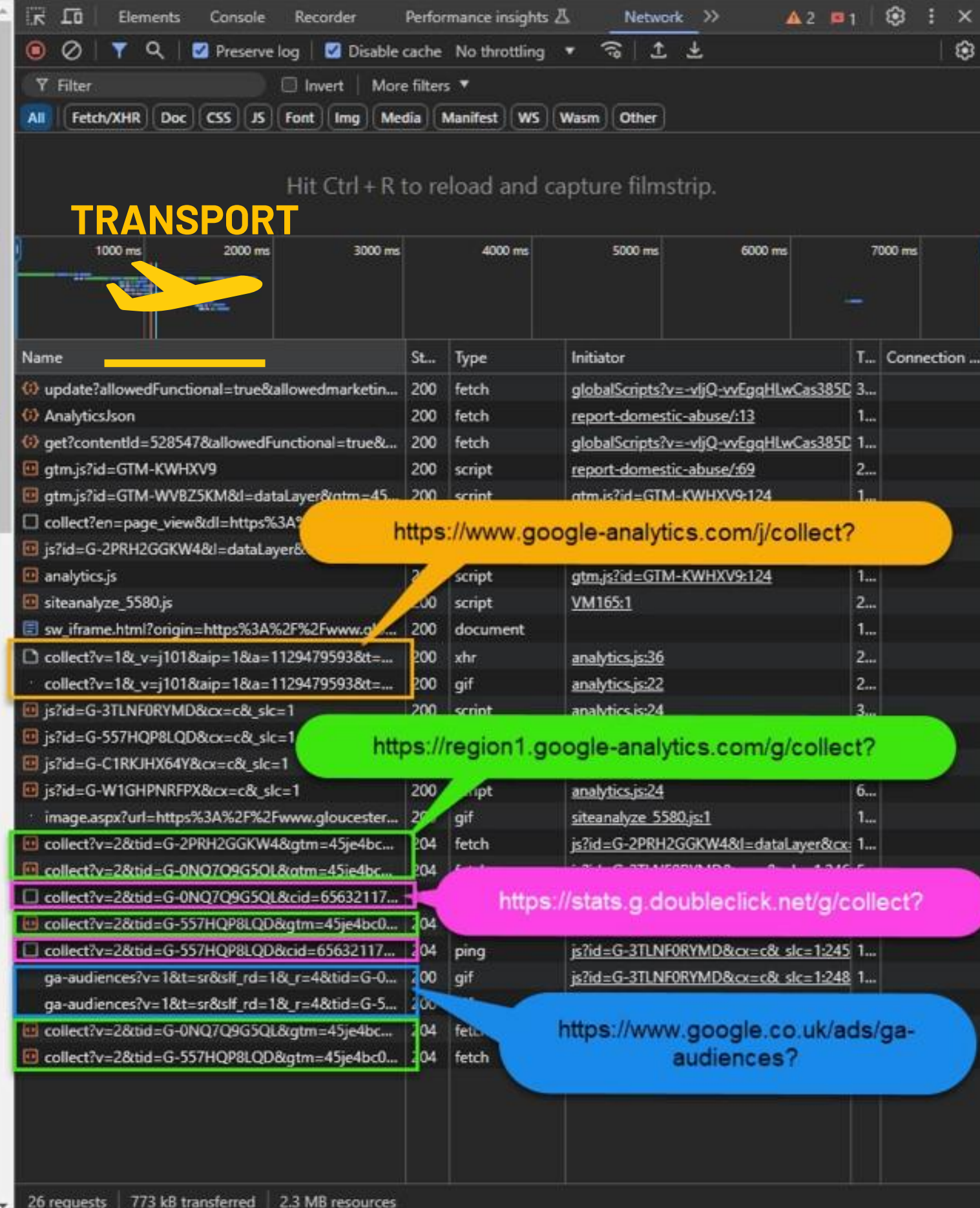
If you have a hearing or speech impairment, use our textphone service 18000 or text us on 999 if you've pre-registered with the [emergencySMS service](#) .

If you're in danger but you can't talk on the phone, you should still call [999](#), then [follow these instructions](#) depending on whether you're calling from a mobile or a landline.

The form will take about 5 to 10 minutes to complete, so please make sure you're safe to take that time to complete it.

Use the 'Leave this site' button if you need to. It will close this site and open the Google search engine; your form won't be saved and won't be sent to us.

## TRANSPORT



Name	St...	Type	Initiator	T...	Connection ...
update?allowedFunctional=true&allowedmarketin...	200	fetch	globalScripts?v=-vlfQ-vvEgqHLwCas385D	3...	
Analytics.json	200	fetch	report-domestic-abuse/:13	1...	
get?contentId=528547&allowedFunctional=true&...	200	fetch	globalScripts?v=-vlfQ-vvEgqHLwCas385D	1...	
gtm.js?id=GTM-KWHXV9	200	script	report-domestic-abuse/:69	2...	
gtm.js?id=GTM-WVBZ5KM8l=dataLayer&otm=45...	200	script	otm.js?id=GTM-KWHXV9:124	1...	
collect?en=page_view&tid=https%3A%2F%2Fwww.g...					
js?id=G-2PRH2GGKW4&l=dataLayer&cx=c&slc=1					
analytics.js		script	gtm.js?id=GTM-KWHXV9:124	1...	
siteanalyze_5580.js		script	VM165:1	2...	
sw_iframe.html?origin=https%3A%2F%2Fwww.g...		document		1...	
collect?v=1&_v=j1018&aip=1&a=1129479593&t=...	200	xhr	analytics.js:36	2...	
collect?v=1&_v=j1018&aip=1&a=1129479593&t=...	200	gif	analytics.js:22	2...	
js?id=G-3TLNF0RYMD&cx=c&slc=1	200	script	analytics.js:24	3...	
js?id=G-557HQP8LQD&cx=c&slc=1	200	script	analytics.js:24	6...	
js?id=G-C1RKJHX64Y&cx=c&slc=1	200	script	analytics.js:24	6...	
js?id=G-W1GHPNRFPX&cx=c&slc=1	200	script	analytics.js:24	6...	
image.aspx?url=https%3A%2F%2Fwww.gloucester...	200	gif	siteanalyze_5580.js:1	1...	
collect?v=2&tid=G-2PRH2GGKW4&gtm=45je4bc...	204	fetch	js?id=G-2PRH2GGKW4&l=dataLayer&cx=...	1...	
collect?v=2&tid=G-0NQ7O9G5QL&otm=45je4bc...	204	fetch	js?id=G-3TLNF0RYMD&cx=c&slc=1:245	1...	
collect?v=2&tid=G-0NQ7O9G5QL&cid=65632117...	204	fetch	js?id=G-3TLNF0RYMD&cx=c&slc=1:248	1...	
collect?v=2&tid=G-557HQP8LQD&gtm=45je4bc0...	204	fetch	js?id=G-3TLNF0RYMD&cx=c&slc=1:245	1...	
collect?v=2&tid=G-557HQP8LQD&cid=65632117...	204	ping	js?id=G-3TLNF0RYMD&cx=c&slc=1:248	1...	
ga-audiences?v=1&t=sr&slf_rd=1&r=4&tid=G-0...	200	gif	js?id=G-3TLNF0RYMD&cx=c&slc=1:248	1...	
ga-audiences?v=1&t=sr&slf_rd=1&r=4&tid=G-5...	200	gif	js?id=G-3TLNF0RYMD&cx=c&slc=1:248	1...	
collect?v=2&tid=G-0NQ7O9G5QL&gtm=45je4bc...	204	fetch	js?id=G-3TLNF0RYMD&cx=c&slc=1:248	1...	
collect?v=2&tid=G-557HQP8LQD&gtm=45je4bc0...	204	fetch	js?id=G-3TLNF0RYMD&cx=c&slc=1:248	1...	

26 requests | 773 kB transferred | 2.3 MB resources

<https://www.google-analytics.com/j/collect?>

<https://region1.google-analytics.com/g/collect?>

<https://stats.g.doubleclick.net/g/collect?>

<https://www.google.co.uk/ads/ga-audiences?>



### Report a Hate Crime »

Home » Report a hate crime » Reporting terrorist activity

There is a huge overlap between hate crime, hate speech and the promotion of terrorism.

The internet is used by some people to encourage terrorist acts.

You can play your part in preventing terrorist violence by sharing information that you may be aware of, whether it is online or in your community.

There are many ways to report, even anonymously and the police will handle information with sensitivity and confidentiality.

If there is an immediate threat they should always call the police by dialling 999 but you can report non-urgent concerns online.

For more information or to report terrorist related materials, click the links below.

Report suspicious activity to Counter-Terrorism Police >>

Report terrorism or espionage to MI5 (The Security Service) >>

Report online materials that promote terrorism >>

If there is an immediate threat you should always call the police by dialling 999



#### Related pages

- [Protection for refugees and citizens from areas of war](#)
- [Report a hate crime](#)
- [Victims and witnesses of crimes linked to war](#)

Accessibility

Hit Ctrl + R to reload and capture filmstrip.

200000 ms 400000 ms 600000 ms 800000 ms 1000000 ms 1200000 ms 1400000 ms 1600000 ms

Name

- metropolis.css
- spin\_wh.svg
- metropolis.css
- Metropolis-SemiBold.otf
- status
- log?format=json&hasfast=true&authuser=0
- log?format=json&hasfast=true&authuser=0
- udf.css
- udf.css
- udf.css
- udf.css
- widget\_app\_lazy\_1731678445949.js
- widget\_lazy.css?v=1731678445949
- widget\_lazy.css?v=1731678445949
- widget\_lazy.css?v=1731678445949
- widget\_lazy.css?v=1731678445949
- index.html?rand=1731946389406&services=%7B%22...
- check\_on.svg
- index.css?v=1731678445
- flags.css?v=1731678445
- metropolis.css?v=1731678445
- index.js?v=1731678445
- combined.css?v=1731678445
- combined.js?v=1731678445
- vJF4Wfumi
- vJF4Wfumb
- logo.svg
- tr/?id=768730606659627&ev=SubscribedButtonClick...
- trigger/?id=768730606659627&ev=SubscribedButto...
- collect?v=2&tid=G-BLN8EL9RST&gtm=45je4bc0v910...
- ru/?tid=G-BLN8EL9RST&gclid=1439717729.1731944...
- ga-audiences?v=1&t=sr&sf\_rd=1&r=4&tid=G-BLN...

▼ Query String Parameters

```
id: 768730606659627
ev: SubscribedButtonClick
dt: https://www.report-it.org.uk/terrorism_and_extremist_material
rl:
if: false
ts: 1731946402685
cd[buttonFeatures]: {"classList":"btn btn-danger","destination":"https://www.mi5.gov.uk/contact-us","id":"","imageUrl":"","innerText":"Report terrorism or espionage\nto MI5 (The Security Service) >>","numChildButtons":0,"tag":"a","type":null,"name":""}
cd[buttonText]: Report terrorism or espionage to MI5 (The Security Service) >>
cd[formFeatures]: []
cd[pageFeatures]: {"title":"Reporting terrorist activity - True Vision"}
```

sw: 1920  
sh: 1088  
v: 2.9.177  
r: stable  
ec: 1  
o: 12318  
fbp: fb.2.1731944848605.318407828970793253  
ler: empty  
cdl: API\_unavailable  
lt: 1731944848416  
coo: false  
es: automatic  
tm: 3  
rqm: FGGET

86 requests | 2.2 MB transferred | 5.7 MB resources | Fin

TRANSPORT

PAYLOAD





Support organisations for victims | home-page | MK-ACT Who is it? | +

thamesvalley.police.uk/advice/advice-and-information/daa/domestic-abuse/support-organisations/

### Local help

**Victims First** [🔗](#)  
Provides free emotional and practical support to anyone who has experienced domestic abuse, including children and young people who have witnessed abuse. It is available across Berkshire, Buckinghamshire (including Milton Keynes) and Oxfordshire and can provide help regardless of whether or not the crime has been reported to the police.  
Phone: [0300 1234 148](tel:03001234148)

**Flag DV** [🔗](#)  
Offering free legal advice for domestic abuse in Thames Valley  
Phone: [0800 731 0055](tel:08007310055)

**Kaleidoscopic** [🔗](#)  
Survivor led peer-based support for children and adults who have been exposed to domestic abuse, working across the Thames Valley.

**Solace** [🔗](#)  
Solace Sexual Assault Referral Centres (SARCs) provide local communities with a safe, discreet and caring environment to support victims of rape and sexual assault.

Berkshire [▼](#)

Buckinghamshire [▼](#)

Milton Keynes [▲](#)

**1** **MK-Act** [🔗](#)  
Charity working with families to move on from fear and abuse including safe accommodation in Milton Keynes for people and their children escaping domestic abuse. Supporting all genders.  
Tel: [0844 3754 307](tel:08443754307)

Oxfordshire [▼](#)

### Other support organisations

National support organisations [▼](#)

Leave this site

Elements Console Recorder Performance insights Network

Filter: All Fetch/XHR Doc CSS JS Font Img Media Manifest WS Wasm Other

Hit Ctrl + R to reload and capture filmstrip.

100000 ms 200000 ms 300000 ms 400000 ms 500000 ms 600000 ms

Name

- ua.js
- geocoder.js
- gtm.js?id=GTM-TQ9B4SX8d=dataLayer
- js?id=G-FKJJRQY7H08d=dataLayer&cx=c
- analytics.js
- siteanalyze\_5580.js
- sw\_iframe.html?origin=https%3A%2F%2Fwww.thamesvalley.police.uk
- collect?v=1&v=j101&aip=1&a=228437299&cid=1613485357.1729692645
- js?id=G-3TLNFORYMD&cx=c&slc=1
- js?id=G-557HQP8LQD&cx=c&slc=1
- js?id=G-C1RKJHX64Y&cx=c&slc=1
- js?id=G-W1GHPNRPFX&cx=c&slc=1
- image.aspx?url=https%3A%2F%2Fwww.thamesvalley.police.uk/advice/advice-and-information/daa/domestic-abuse/support-organisations/
- collect?v=2&tid=G-FKJJRQY7H08d&gtm=45je4...
- collect?v=2&tid=G-0NQ7Q9G5QL&cid=1613485357.1729692645
- collect?v=2&tid=G-557HQP8LQD&gtm=45je4...
- collect?v=2&tid=G-557HQP8LQD&gtm=45je4...
- collect?v=2&tid=G-557HQP8LQD&gtm=45je4...
- ga-audiences?v=1&t=sr&slf\_rd=1&r=4&tid=...
- ga-audiences?v=1&t=sr&slf\_rd=1&r=4&tid=...
- collect?v=1&v=j101&aip=1&a=228437299&cid=1613485357.1729692645
- thamesvalley-police-favicon-192x192.png?v=3...
- collect?v=2&tid=G-0NQ7Q9G5QL&gtm=45je4...
- collect?v=2&tid=G-557HQP8LQD&gtm=45je4...
- collect?v=1&v=j101&aip=1&a=228437299&cid=1613485357.1729692645
- image.aspx?accountid=5580&ourl=https%3A%2F%2Fwww.thamesvalley.police.uk/advice/advice-and-information/daa/domestic-abuse/support-organisations/
- collect?v=1&v=j101&aip=1&a=228437299&cid=1613485357.1729692645
- collect?v=2&tid=G-0NQ7Q9G5QL&gtm=45je4...
- collect?v=2&tid=G-557HQP8LQD&gtm=45je4...
- ga-audiences?v=1&t=sr&slf\_rd=1&r=4&tid=...
- ga-audiences?v=1&t=sr&slf\_rd=1&r=4&tid=...

150 requests 6.9 MB transferred 17.7 MB resource size

Query String Parameters

view source view URL-encoded

vt: 2  
tid: G-557HQP8LQD  
gtm: 45je4ah0h1v9188881737za200  
\_p: 1729692997247  
\_gaz: 1  
gcd: 131313131211  
npa: 0  
dma: 0  
tag\_exp: 101686685-101823848  
ul: en-gb  
sr: 1920x1080  
cid: 1613485357.1729692645  
ecid: 484602499  
uaa: x86  
uab: 64  
uaflv: Chromium;130.0.6723.60|Google%20Chrome;130.0.6723.60|Not%20A%20Brand;99.0.0.0  
uamb: 0  
uam: 0  
uap: Windows  
uapv: 10.0.0  
uaw: 0  
are: 1  
frm: 0  
pscdl: noapi  
\_eu: ABAT  
\_s: 3  
di: https://www.thamesvalley.police.uk/advice/advice-and-information/daa/domestic-abuse/support-organisations/  
dt: Support organisations for victims of domestic violence | Thames Valley Police  
sid: 1729692998  
sct: 1  
seg: 1  
en: https://www.mkact.com/  
\_ee: 1  
ep.ua\_dimension\_3: Thames Valley Police  
ep.ua\_dimension\_4: Support organisations  
ep.ua\_dimension\_5: Advice  
ep.ua\_dimension\_6: Advice and information Domestic abuse  
ep.ua\_dimension\_11: 1613485357.1729692645  
ep.event\_category: Outbound links  
ep.event\_label: /advice/advice-and-information/daa/domestic-abuse/support-organisations/  
\_et: 9232  
tfd: 183078

PAYLOAD

TRANSPORT

it will be used to better understand the issues impacting our university community, and to shape our prevention and response to unacceptable behaviour.

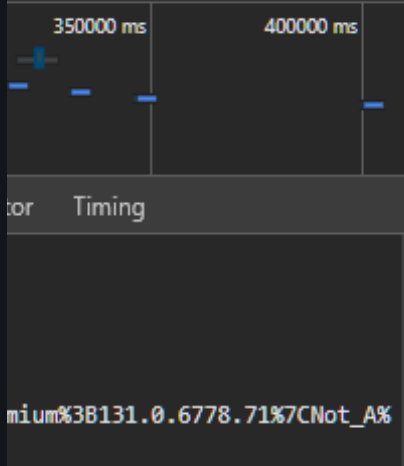
Elements Console Recorder Performance insights Sources Network Performance  
Preserve log Disable cache No throttling  
Filter Invert More filters All Fetch/XHR Doc CSS JS Font Img Media Manifest WS Wasm Other

We use essential cookies to make our site work. With your consent, we may also use non-essential cookies to improve user experience and analyse website traffic. By clicking 'Accept', you agree to our website's cookie use as described in our [Cookie Policy](#). You can change your cookie settings at any time by clicking "Preferences".

Preferences

Decline

Accept



collect  
collect?v=2&tid=G-6R8SPL3HLT&gtm=45je4bk0v888...  
collect  
collect  
collect  
tr/?id=840014976416500&ev=SubscribedButtonClick...  
trigger/?id=840014976416500&ev=SubscribedButto...  
tr/?id=296940800711918&ev=SubscribedButtonClick...  
trigger/?id=296940800711918&ev=SubscribedButto...  
tr/?id=962156838044637&ev=SubscribedButtonClick...  
trigger/?id=962156838044637&ev=SubscribedButto...  
mailto:srs-casework@bristol.ac.uk  
collect?v=2&tid=G-6R8SPL3HLT&gtm=45je4bk0v888...  
collect  
collect

p\_scon: noapl  
sid: 1732209504  
sct: 1  
seg: 1  
dl: https%3A%2F%2Fwww.bristol.ac.uk%2Fstudents%2Fsupport%2Fwellbeing%2Frepor  
t-unacceptable-behaviour%2Fsexual-misconduct%2F  
dr: https%3A%2F%2Fwww.bristol.ac.uk%2Fstudents%2Fsupport%2Fwellbeing%2F  
dt: Sexual%20misconduct%20%7C%20Current%20students%20%7C%20University%20of%2  
0Bristol  
\_s: 4  
tfd: 179932  
Request Payload  
en=contact\_email&\_et=15680  
en=click&ep.link\_domain=bristol.ac.uk&ep.link\_url=mailto%3Asrs-casework%40b



sh.uk/services?postcode=SK95AF&age=57&sex=7

# Sexual Health Services — SH.UK

We're sorry...

There doesn't seem to be any SH.UK services available in Cheshire East at this time. If you have any concerns or if you would like to discuss your testing options please contact your local sexual health clinic.

Good news - there are alternate services available in your region, listed below...



## Alternate services in your region...

These services are not integrated with SH.UK.



We're sorry that we can't offer you a free test today.

However, we would like to offer you our private test kits from our sister site [test.me](#).

Buy Private Test



NHS.UK provides a complete guide to conditions, symptoms and treatments, including what to do and when to get help.

Click below to visit NHS.UK or to sexual health services near you.

NHS.UK NHS About STIs Find Services



Network tab in browser developer tools showing request details for 'bat.js'.

Request Name: bat.js

Query String Parameters:

- v: 2
- tid: G-2RXXFRP93M
- gtm: 45je41o0v9103208017:8830794743
- \_p: 1706531721275
- gcd: 1111111111
- dma: 0
- cid: 2032891628.1706531608
- ul: en-gb
- sr: 1920x1080
- uaa: x86
- uab: 64
- uafvl: Not\_A%20Brand;8.0.0.0|Chromium;120.0.6099.227|Google%20Chrome;120.0.6099.227
- uamb: 0
- uam:
- uap: Windows
- uapv: 10.0.0
- uaw: 0
- are: 1
- \_s: 1
- sid: 1706531608
- sct: 1
- seg: 1
- dl: https://www.sh.uk/services?postcode=SK95AF&age=57&sex=7
- dr: https://www.sh.uk/
- dt: Sexual Health Services — SH.UK — SH.UK
- en: page\_view
- tfd: 6210

147 requests | 2.1 MB transferred | 4.4 MB resources | Finish: 6





# Parliamentary Bills

UK Parliament > Business > Legislation > Parliamentary Bills > Data (Use and Access) Bill [HL] > News

# Data (Use and Access) Bill [HL]

## Government Bill

Originated in the House of Lords, Session 2024-25

HOUSE OF LORDS

Details News Stages Publications

### Last events

Minutes of Proceedings	Lords Hansard	Minutes of Proceedings
18 December 2024	18 December 2024	16 December 2024

### Latest news

Total results 1 (page 1 of 1)

Data (Use and Access) Bill

End of life care | About bowel cancer | Supporting children and young people

bowelcanceruk.org.uk/about-bowel-cancer/end-of-life-care/

Your choice regarding cookies on this site

Where can I get support and information?

There is a lot of information and support available to help you and your family. The following organisations provide reliable, up-to-date information on coping with a life-limiting diagnosis, making plans, getting the right care and coping with the loss of a loved one.

- Cancer Research UK provides information on coping with bad news, talking about dying, what happens in the final days, what happens after someone dies and support for carers.
- Compassion in Dying has information on planning ahead and making decisions about your care.
- Cruse Bereavement Care offers face to face, telephone and online support for bereaved people in England, Wales and Northern Ireland.
- Cruse Bereavement Care Scotland offers face to face, telephone and online support for bereaved people in Scotland.

TRANSPORT

Hit Ctrl + R to reload and capture filmstrip.

10000 ms 20000 ms 30000 ms 40000 ms 50000 ms 60000 ms 70000 ms

Sta...	Type	Initiator	T...	Connection ID
200	script	news:60	1...	
200	script	news:52	3...	
200	svg+xml	app.css	1...	
200	png	app.css	0...	

region1.google-analytics.com/g/collect?v=2

stats.g.doubleclick.net/g/collect?v=2

https://td.doubleclick.net/td/ga/rul?

https://www.google.co.uk/ads/ga-audiences?v=1

139.1c50ed64d515d3010904.js

ga-audiences?t=sr&aip=1&r=4&sl...

ga-audiences?t=sr&aip=1&r=4&sl...

src=10736215;dc\_pre=ClelwcrogI...

www.bowelcanceruk.org.uk/

collect?v=2&tid=G-KHTWJ0DHVY&...

783222874/?random=17064701223...

783222874/?random=17064701223...

www.bowelcanceruk.org.uk/

783222874/?random=17064701223...

783222874/?random=17064701223...

783222874/?random=17064701223...

favicon.ico

collect?v=2&tid=G-KHTWJ0DHVY&...

collect?v=2&tid=G-KHTWJ0DHVY&...

77 requests | 1.7 MB transferred | 5.6 Mi

Headers Payload Preview Response Initiator Timing

set: 1

seg: 1

dl: https://www.bowelcanceruk.org.uk/about-bowel-cancer/end-of-life-care/

dt: End of life care | About bowel cancer | Bowel Cancer UK

en: click

ep.link\_id:

ep.link\_classes:

ep.link\_url: http://compassionindying.org.uk/

ep.link\_domain: compassionindying.org.uk

ep.outbound: true

\_et: 12732

tfd: 56714

track

hotjar-2453023.js?sv=7

js?id=G-WVQXE05BMX&l=dataLayer&cx=...

js?id=G-9684J19FT4&l=dataLayer&cx=...

modules.60031afb51fb3e88a5b...

collect?v=2&tid=G-WVQXE05BMX&gtm=...

collect?v=2&tid=G-WVQXE05BMX&cid=1468029173.1736...

rul?tid=G-WVQXE05BMX&gacid=1468029173.1736...

ga-audiences?v=1&t=sr&slf\_rd=1&r=4&tid=G-WV...

collect?v=2&tid=G-9684J19FT4&gtm=45je5190v919...

track

track

34 requests | 2.4 MB transferred | 5.9 MB resources | Finish: 57.24 s | DOMContentLoaded: 909 ms | Load: 1.22 s

https://region1.google-analytics.com/g/collect?v=2



### Written questions, answers and statements

UK Parliament > Business > Written questions, answers and statements > Find written questions and answers > 21495

## Public Sector: Databases

### Question for Department for Science, Innovation and Technology

UIN 21495, tabled on 19 December 2024

#### Question



**James Naish**  
Labour  
Rushcliffe

To ask the Secretary of State for Science, Innovation and Technology, what steps his Department is taking to review the use in the public sector of web tags to record data.

#### Answer



**Feryal Clark**  
Labour  
Enfield North

#### Answered on

13 January 2025  
Public sector organisations are responsible for their own websites and DSIT has no plans to review or issue guidance on the use of web tags. All public sector organisations must comply with data protection laws.

#### Answered by

Department for Science, Innovation and Technology

<https://www.googletagmanager.com/gtag/js?id=G-9684J19FT4>

<https://www.googletagmanager.com/gtag/js?id=G-V57K5LTTLD>

<https://region1.google-analytics.com/g/collect?v=2>

<https://region1.analytics.google.com/g/collect?v=2>

<https://stats.g.doubleclick.net/g/collect?v=2>

<https://td.doubleclick.net/td/ga/rul>

<https://www.google.co.uk/ads/ga-audiences>

Further data collection based upon event being observed i.e. scroll depth of 90% to bottom of page - proxy measure of engagement Transport to same 4 Buckets

Name	St...	Type	Initiator	Connectio...
default-member.png	200	webp	21495:306	
Thumbnail	200	image	21495:306	
fe9c927d1e8df5663d28.wof	200	font	21495:306	
data:font/woff2;bas...				
be87f04003d33a3340e0.	200	font	21495:306	
9451d5fee89b51a20f8a	200	font	21495:306	
data:font/woff2;bas...				
ai.2.min.js	200	script	21495:306	
main.js	200	script	21495:306	
main.js	200	script	21495:306	
0e0681f93f	200	script	21495:306	
ico	200	image	21495:306	
track	200	script	21495:306	
js?id=G-V57K5LTTLD&l=dat	200	script	21495:306	
js?id=G-9684J19FT4&l=dat	200	script	21495:306	
collect?v=2&tid=G-V57K5LTTLD&gtm=45je...	200	script	21495:306	
collect?v=2&tid=G-V57K5LTTLD&ci=1126610828...	200	script	21495:306	
rul?tid=G-V57K5LTTLD&gacid=1126610828...	200	script	21495:306	
ga-audiences?v=1&t=sr&slf_rd=1&r=4&ti...	200	script	21495:306	
collect?v=2&tid=G-9684J19FT4&gtm=45je5...	200	script	21495:306	
track	200	script	21495:306	
track	200	script	21495:306	
collect?v=2&tid=G-V57K5LTTLD&gtm=45je...	200	script	21495:306	
rul?tid=G-V57K5LTTLD&gacid=1126610828...	200	script	21495:306	
ga-audiences?v=1&t=sr&slf_rd=1&r=4&ti...	200	script	21495:306	
collect?v=2&tid=G-9684J19FT4&gtm=45je5...	200	script	21495:306	
track	200	script	21495:306	
track	200	script	21495:306	



# WEBSITE : FUNCTIONALITY !

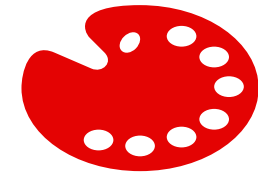
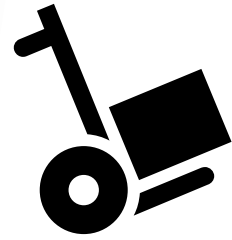
---



# WEBSITE OBJECTS – BUILD BUY OR BORROW

---

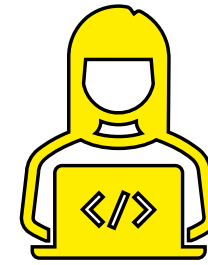
## Functionality



Fonts  
/ Colours



Images



Code



Maps



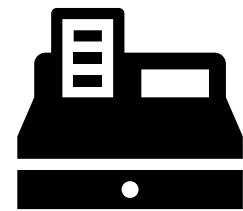
Forms



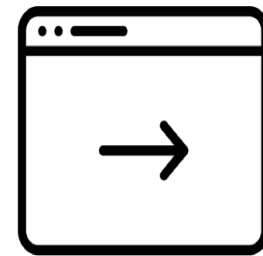
Widgets



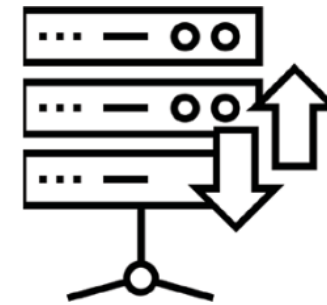
Social  
Media



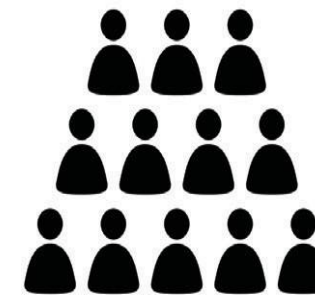
Payment  
Processing



Content  
Recommendation



Content  
Hosting



Audience  
Measurement



Design  
Optimisation



Advertising  
& Marketing

To Deliver various functionality code is either built or borrowed in snippets of code - TAGS



# WEBSITE OBJECTS - TAGS

Built

"In House"



Bought

£\$€  
PAID

"3rd Party"



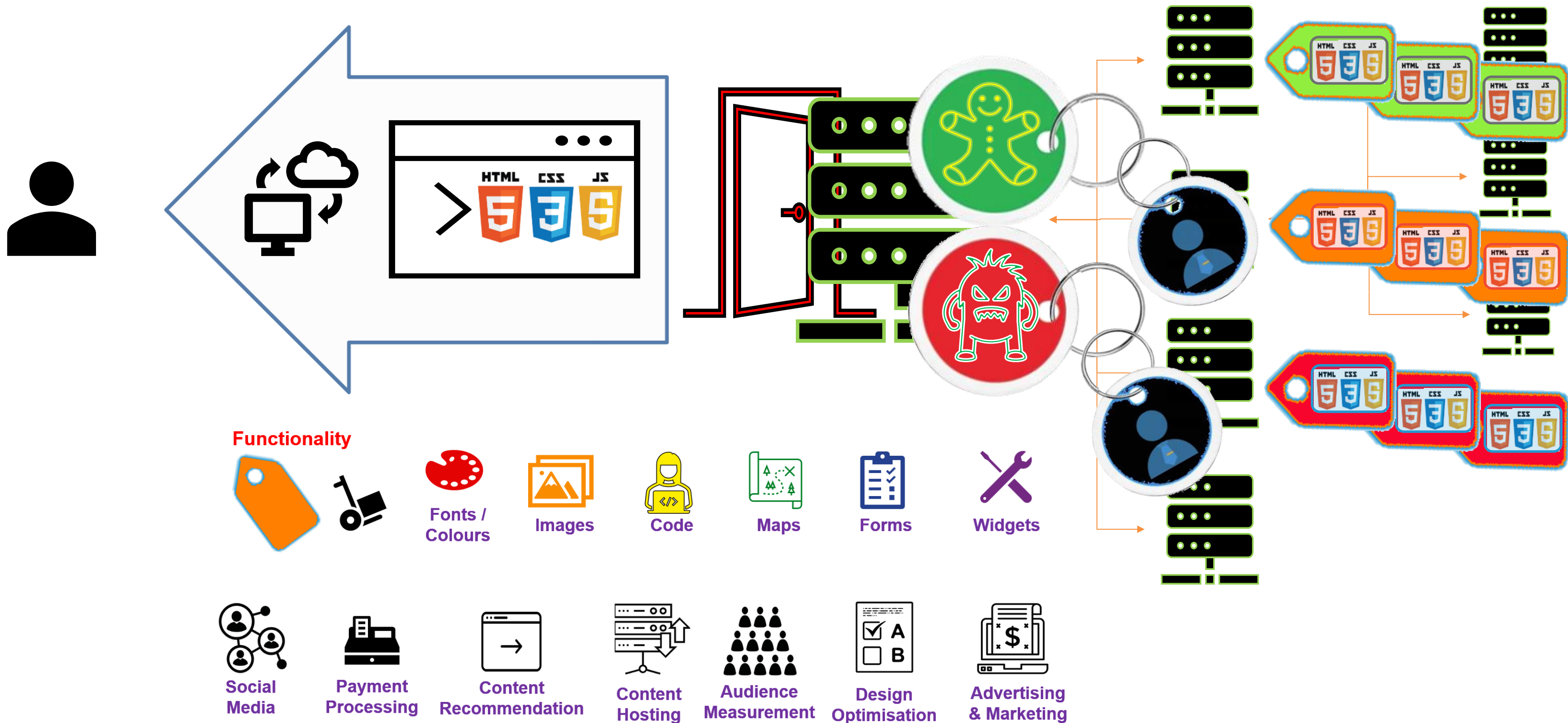
£\$€  
FREE

Borrowed

**Leased**



# WEBSITE : A PATCHWORK QUILT OF CODE





**TAGS : "BOXES WITHIN BOXES"**





**THERE IS NEVER A WRONG TIME ...**

**...TO DO THE RIGHT THING**

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“All human beings are born free and equal in dignity and rights.

They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.” - *and sisterhood.*

***Article 1, Universal Declaration of Human Rights***

# Without Website Tag / Data Governance





# Don't let the Technology Tail wag the Data Protection Dog

Design, deploy and maintain a program to govern the use of *Tags, pixels, cookies, GIFs, SDKs* and similar technologies on your websites and mobile apps

**1) MANAGE / ESTABLISH**

**2) MAINTAIN / EMBED**

**3) MONITOR / ENSURE**



# ACCOUNTABILITY

Once you know and are aware, you are responsible for your action and your inaction.

You can

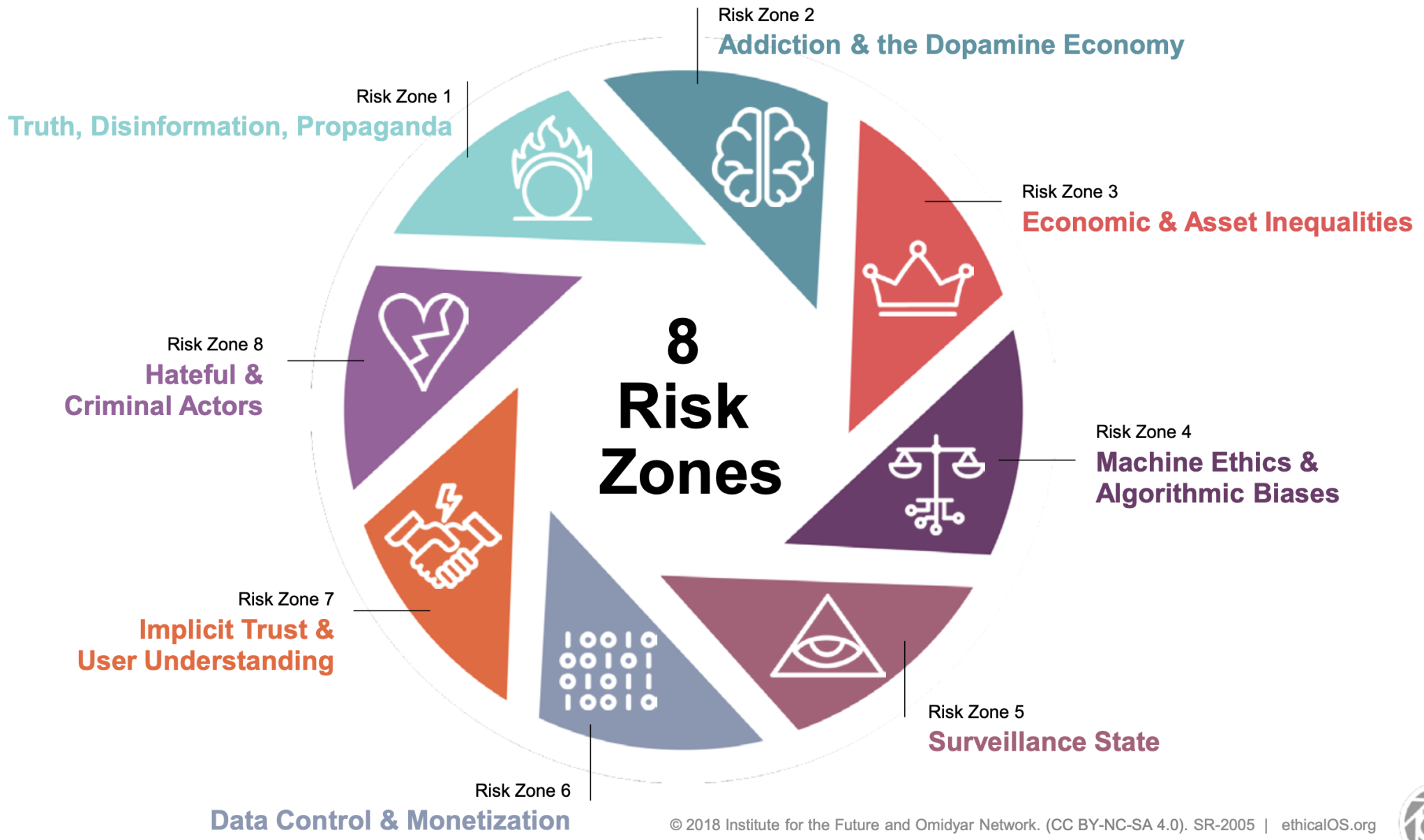
- do something about it
- or ignore it.

Jean-Paul Sartre

EITHER WAY, YOU ARE STILL RESPONSIBLE

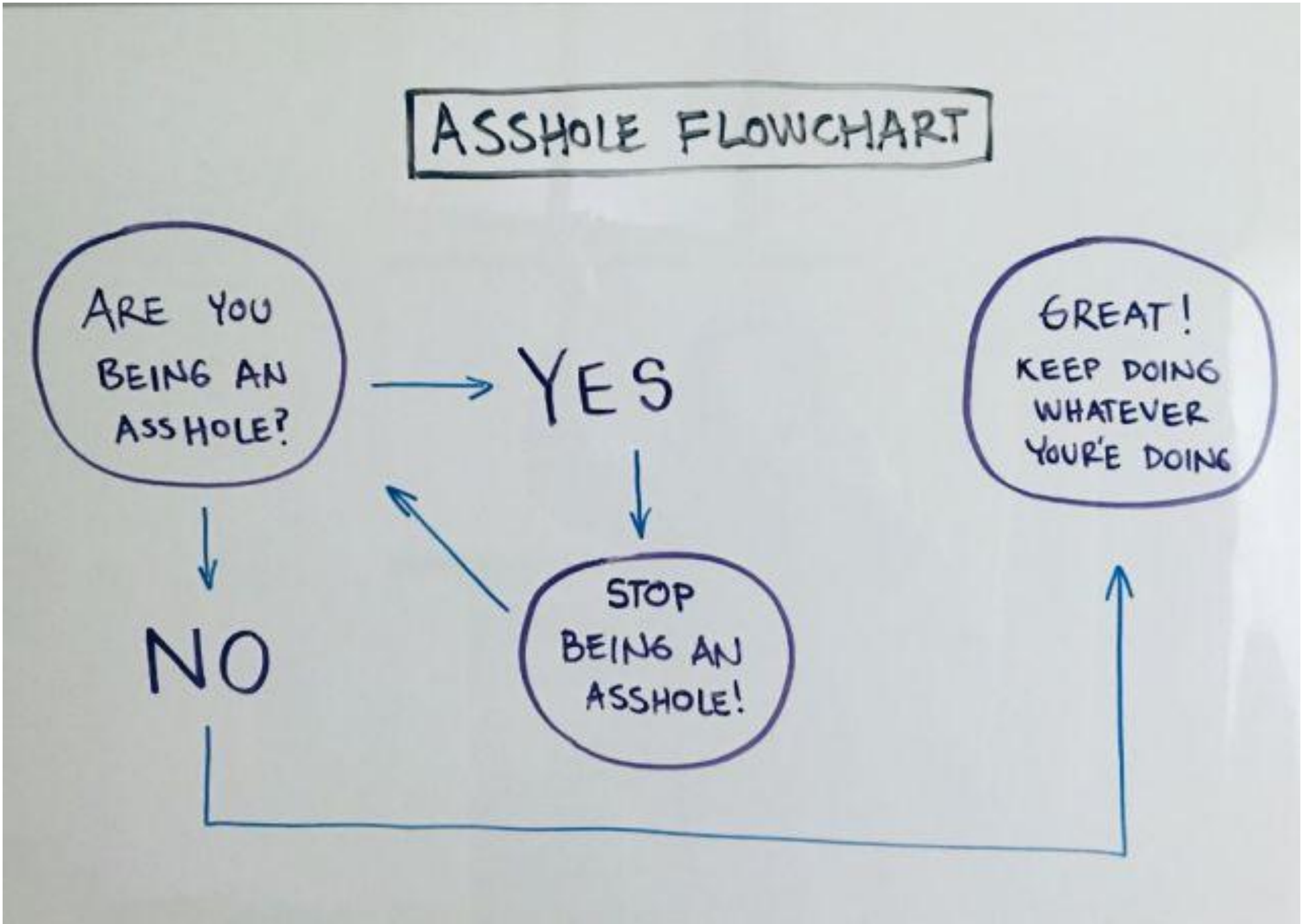


# FLAG THE HAZARDS



# SOUND THE ALARM

---





# CLEAN UP

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## Minimum:

- Disable tracking on any sensitive areas of your site
- Describe and explain 3<sup>rd</sup> party tracking in your website privacy notice (be specific)

## Good:

- Use a web privacy management tool to block unwanted/rogue trackers
- Configure site to recognise Do Not Track and/or Global Privacy Control signals

## Best:

- Re-engineer the website to eliminate unnecessary tracking and minimise essential tracking
  - Carry out regular checks for rogue 3<sup>rd</sup>-party data flows
- 



# THANK YOU

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ANY QUESTIONS?

Melanie Garnett - CEO

Natalie Bennet - Head of Data Protection Consultancy

6<sup>th</sup> FEBRUARY 2025

