



## Cookie Policy

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### **INTRODUCTION**

The College's website uses cookies to distinguish you from other users of the website. Cookies help the College to provide you with a good experience when you browse the site and also enable improvements to the website. By continuing to browse the College's site, you agree to its use of cookies.

### **WHAT IS A COOKIE?**

A cookie is a simple text file that a website's server places on your computer to store information about your visit. Only that server can retrieve or read the contents of the cookies it places. Cookies do not contain programmes, viruses or malicious software and usually expire after a certain length of time.

There are two categories of cookie: 'Session' cookies are temporary and will be deleted from your computer when you close your browser or after a period of inactivity. 'Persistent' cookies remain on your computer until the expiration date/time set by the cookie creator.

### **WHAT DOES A COOKIE DO?**

A cookie can contain a range of information about your visit to a particular website. Cookies are commonly used to store any preferences you've selected, such as privacy settings and whether you are logged in. Cookies do not contain any personal or private data about you but can compile information about your browsing habits. For the most part, cookies enhance your experience of a website by preventing the need for you to select the same options each time you visit a site.

A cookie can also be used by a website to serve you advertising targeted to your particular interests based on the preferences you've selected or the content of the pages you have visited. For this reason, some web users choose to delete or reject cookies of certain types or from specific websites.

### **CAN I DELETE COOKIES?**

Yes, you can view any cookies stored on your computer and delete some or all of them. In some cases, deleting cookies will impact your experience in revisiting a website.

### **CAN I BLOCK COOKIES?**

You can block cookies by using the settings on your browser that allow you to refuse permission to place all or some cookies. Please note that by disallowing cookies some functionality on the site may be restricted.

### **WHICH COOKIES DOES THE COLLEGE USE?**

Many cookies you will encounter when browsing the College's website are 'third-party' cookies, meaning that the College's website has used a feature supplied by an external provider, such as Facebook or Google Maps which sets the cookie. Third-party cookies are not inherently more or less risky than first-party cookies, and it is the external provider, not the College, which determines the type of information stored and how it is used.

The most common type of cookie used on the College's website is set by Google Analytics (GA). GA provides anonymous statistical data to show usage trends and to aid in making decisions about what types and formats of content are most popular.

Specific information about the cookies on the College's website is contained in the College's Cookie Register.

### **FURTHER INFORMATION**

Please check the 'Help' menu of your browser to learn about your cookie preferences, and how to remove cookies from your system. The website [www.allaboutcookies.org](http://www.allaboutcookies.org) will provide you with further information about cookies.

### **COOKIE REGISTER**

These are some of the most common types of cookies found on the College's website.

#### **GOOGLE ANALYTICS (GA)**

Most of the College's web pages contain a GA tracking code to record information about the date and time of your visit, which browser you're using, your approximate geographic location and the URL of the page that led you to the College's website. This information is aggregated and used by the College to identify usage trends and to make decisions about which marketing channels, content or formats are most optimum.

You can find out how to prevent browsing behaviour being shared with GA by visiting the Google Analytics Opt-out page.

#### **STRICTLY NECESSARY COOKIES**

These are required to facilitate the operation of the College's website. They include, for example, cookies that enable you to log into secure areas of our website.

#### **ANALYTICAL/PERFORMANCE COOKIES**

These allow the College to identify and count the number of visitors and to see how visitors move around its website when they are using it. This information helps the College to improve the way the website works, for example, by ensuring that users find what they are looking for quickly.

### **FUNCTIONALITY COOKIES**

These cookies are used to recognise you when you return to the College's website. Identifying you enables the College to personalise content for you, greet you by name and remember your preferences (for example, your choice of language or region).

### **TARGETING COOKIES**

These cookies record your visit to the College's website, the pages you have visited and the links you have followed. The College will use this information to make its website and any advertising arising out of it more relevant to your interests. The College may also share this anonymous information with third parties for this purpose.

### **GOOGLE TAG MANAGER**

The College uses Google AdWords Remarketing: this means that adverts are displayed to previous visitors to the College's website when they visit other websites that are part of the Google Display Network. To achieve this, a cookie is saved to the College's website visitors' computers that will note that they have been to the College's website, which will then be used to serve adverts after the visit.

### **FACEBOOK**

Some pages on the College's website contain a simple button/icon linked to their corresponding Facebook page. This icon does not set a cookie. However, Facebook features (such as the 'Like' button) store information, which is retrieved and used by Facebook, including your IP address, approximate location, your browser, the URL you're visiting, your Facebook user ID, and whether you've logged into Facebook.

Facebook uses this information for a range of its features and services, as well as measuring the effectiveness of advertising. For more information, see Facebook's Data Policy.

### **YOUTUBE**

YouTube uses cookies to build video statistics, prevent fraud, and to 'improve the site experience'. For more information, see Google's Privacy Policy.

### **GOOGLE MAPS**

Some of the College's website pages use Google Maps. Google may use cookies in these embedded maps to store user preferences or the last location you selected. For more information, see Google's Privacy Policy.

### **HUBSPOT**

The College uses Hubspot to understand how users navigate around individual pages on its website. It also uses Hubspot to recognise you when you return to the College's website. Identifying you enables the College to personalise content for you, greet you by name and remember your preferences (for example, your choice of subject or level of study).

### **HOTJAR ANALYTICS**

The College uses Hotjar to understand how users navigate around individual pages on its website.

### **WHAT ARE WEB BEACONS AND HOW DOES THE COLLEGE USE THEM?**

Web beacons are small invisible graphics files, which are downloaded from a server when you open or click on most HTML email newsletters.

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The College works with third party service providers to create and deliver HTML email newsletters. Web beacons and similar technologies are used by these newsletters to enable the College to know which recipients open the newsletters, when they do so, the browsers that they use, and the links that they click on in the newsletters. This information allows the College to improve the service provided to you via email newsletters and potentially to customise the service and information the College provides to you so that they are relevant to your interests.

The College and its service providers store any information collected in a confidential and secure environment, and never share this information with any third parties. You can unsubscribe from our email newsletters at any time by clicking on the relevant link at the bottom of the newsletter.

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<b>Title: Cookie Policy and Register</b>					
<b>Approved by: Executive Committee</b>					
Version number	Date approved	Date published	Author	Location	Proposed next review date
1.5	September 2019	October 2019	Director of Marketing	NCH Academic Handbook/policies and procedures/data protection	September 2020
1.4	May 2018	May 2018	Director of Marketing	NCH Academic Handbook/policies and procedures/data protection	May 2019
Referenced documents	None				
External Reference Point(s)	None				