



## Cookie Policy and Register

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### INTRODUCTION

1. 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?

2. 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.
3. 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?

4. 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.
5. 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?

6. 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?**

7. 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?**

8. 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.
9. 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.
10. Specific information about the cookies on the College's website is contained in the College's Cookie Register.

### **FURTHER INFORMATION**

11. 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**

12. These are some of the most common types of cookies found on the College's website.
  - Google Analytics/Tag manager/maps
  - Opt out
  - Privacy Policy
  - Facebook Pixel
  - Opt out
  - Privacy Policy
  - Youtube
  - Opt out
  - Privacy Policy
  - SEM Rush
  - Privacy Policy
  - MOZ

- Privacy Policy
- Issuu
- Optout
- Privacy Policy
- Hubspot
- Optout
- Privacy Policy
- Wistia
- Privacy Policy
- Flywheel
- Privacy Policy

13. Please note that cookies listed without an opt out method are because an opt out mechanism does not exist. If you wish for your cookie data not to be stored then please select 'Decline' on our data consent window which will appear when you first visit the website.

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

14. Web beacons are small invisible graphics files, which are downloaded from a server when you open or click on most HTML email newsletters.
15. 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.
16. 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>Approved by: Executive Committee</b>					
Version number	Date approved	Date published	Owner	Location	Proposed next review date
2.0	March 2021	April 2021	Data Protection Officer	NCH Academic Handbook/policies and procedures/data protection	March 2024
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				