

## Cookies Policy

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1. Cookies are small data files, applied by the majority of websites, which transfer text-only information to the hard drive of your computer. They relate to a specific site and can be used to enhance that site's functionality and your interaction with it; they may also be used for usage tracking, research, targeting etc.
2. We use the following cookies on our Website:
  - a) Google Analytics cookies to collect standard Internet log information and details of visitor behaviour patterns to enable us to maintain and develop our Website. The data gathered is anonymous and does not identify individual users.
  - b) Strictly necessary cookies to help the member section of our Website operate effectively. These cookies are essential in order to enable you to sign-in. These cookies do not remember where you have been on the Internet. This category of cookies cannot be disabled.
  - c) Analyse behaviour so that we can deliver relevant online advertisements about the University to you at a later date
  - d) Remember certain settings in between visits
  - e) Allow you to share pages with social networks
3. Below is a list of the all the cookies we have set and our reasons for doing so:
  - a) ASP.NET SessionId: This cookie contains the user's session ID and will expire at the end of the session (when you close your browser). It is unique per user and is used for referencing parameter values which are unique for each user.
  - b) \_utma: This cookie is typically written to the computer upon the first visit from a web browser. It is used by Google Analytics to determine unique visitors and is updated with each page view. Additionally, this cookie is provided with a unique ID that Google Analytics uses to ensure both the validity and accessibility of the cookie as an extra security measure.
  - c) \_utmb: This cookie is used by Google Analytics to establish and continue a user session. When a user views a page, the Google Analytics code attempts to update this cookie. If it does not find the cookie, a new one is written and a new session is established. Each time a user visits a different page, this cookie is updated to expire in 30 minutes, thus continuing a single session for as long as user activity continues within 30-minute intervals. This cookie expires when a user pauses on a page on the site for longer than 30 minutes.
  - d) \_utmc: This cookie belongs to Google Analytics, and operates in conjunction with the \_utmb cookie to determine whether or not to establish a new session for the user. It will expire when the user exits the browser.
  - e) \_utmz: This cookie belongs to Google Analytics, and stores the type of referral used by the visitor to reach your site; whether via a direct method, a referring link, a website search, or a campaign such as an ad or an email link. It is used to calculate search engine traffic, ad campaigns and page navigation within the site. The cookie is updated with each page view.

- f) adiV: The adiV cookie contains an identifier which is used by AdInsight to track a visitor over time. This allows AdInsight to show multiple visits made by a customer over time from the same browser. This cookie is set to expire 1 year after the visitor leaves the website.
- g) Cookielaw: The Cookielaw cookie confirms that a visitor has accepted the use of cookies on the website
- h) Richmondfontsize: The richmondfontsize cookie remembers the font size selected by the visitor.
- i) \_atuvc: The \_atuvc cookie is created and read by the AddThis social sharing site JavaScript on the client side in order to make sure the user sees the updated count if they share a page and return to it before our share count cache is updated. No data from that cookie is sent back to AddThis and removing it when disabling cookies would cause unexpected behavior for users.

## Behavioural marketing (remarketing or retargeting)

- 4. We also use cookies from Facebook, Adwords and Bing that allow us to track user behaviour with the aim of being able to serve selective adverts about the University to you on other websites through an advert network. This information does not include any personal data such as name, email, address, telephone number.

## Agreeing to use of cookies

- 5. If your browser settings are such that you allow cookies to be set, we take this and your continued use of our website to mean that you consent to us using cookies on our website.

## Updating your settings

- 6. You may control the cookies used by websites by modifying the settings in your browser – view the help menu to change your cookie preferences.
- 7. To access the Google Analytics opt out browser, please visit <https://tools.google.com/dlpage/gaoptout>. By choosing this option, you will block Google Analytics across all websites. For more detailed information about cookies and how they can be managed and deleted please visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

## Security of information

- 8. Unfortunately, the transmission of information via the Internet is not completely secure. Although we use measures to protect your personal data, we cannot guarantee the security of your data transmitted to our Website and you acknowledge that any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features which are appropriate to the type of personal data you have provided to try to prevent unauthorised access or inadvertent disclosure.

## External websites

- 9. Our Website may, from time to time, contain links to external websites (for example links to our Facebook or Twitter page). If you follow a link to any external websites, please note that

these websites have their own privacy policies and website terms and we do not accept any responsibility or liability for these policies. Please check these policies before you submit any information to any external websites.

### [Changes to this privacy policy](#)

10. Any changes we may make to our privacy policy will be posted on this page. Continued use of our Website will signify that you agree to any such changes.

### [“Opting-out”, changing your contact information or contacting us](#)

11. If you have any questions, concerns, comments or requests regarding this privacy policy, would like to opt-out from receiving marketing communications from us, update any details or information we hold about you, or access to the information we hold about you, please contact us.

