COOKIE POLICY

Purpose and Context

This policy explains how we use cookies on the University's website. It has been written to reflect the University's new cookie banner which was installed in March 2024. More details about how cookies work can be found here.

Types of personal information that is collected when users visit the University's website, and how this information will be used, is available within the University's privacy policy.

Scope

The policy applies to all staff, students and external users who visit the University's external website.

1.0   What are cookies?

1.1   A cookie is a small text file that is stored on the computer or a user's mobile device when a user visits a website. The University uses them to:

•   Improve website performance.
•   Tailor our website to your interests (for example courses you may be interested in).
•   Remember your preferences (for example whether you are interested in undergraduate or postgraduate study).
•   Remind you about open days, events, courses etc by showing adverts on other websites (based on what you have looked at on our website).

2.0   Types of cookies

2.1   **Necessary Cookies -** Necessary cookies, also known as essential cookies or functional cookies, are small pieces of data stored on a user's device by websites or applications to enable core functionality and ensure the proper functioning of the site or service. These cookies are essential for the University's website to work properly and provide basic features such as page navigation, access to secure areas of the website, and remembering a user's preferences. Necessary cookies do not require user consent because they are essential for the performance of the website and are usually set automatically when the user visits the site. They do not collect personal information and are typically session-based, meaning they are deleted when you close the browser session. The website user can set their browser to block or alert them about these cookies, but this will mean some parts of the site might not work.

2.2   **Marketing Cookies -** Marketing cookies, also known as advertising cookies or tracking cookies, are small pieces of data stored on a user's device by websites or advertisers. These cookies are designed to track a user's behaviour across websites,

allowing advertisers to deliver targeted advertisements based on a user's interests and browsing history. Marketing cookies collect information such as the pages visited, products viewed, and interactions with ads. This data is used to create a profile of a user's preferences and habits, enabling more personalised and relevant advertising experiences.

2.3 **Analytical Cookies -** Analytical cookies are small pieces of data stored on a user's device by websites or third-party services for the purpose of collecting information about how users interact with the website. Unlike marketing cookies, which focus on tracking user behaviour for advertising purposes, analytical cookies are primarily used to gather data on website usage patterns, such as which pages are visited most frequently, how users navigate through the site, and what features they interact with. This information is then analysed to gain insights into user behaviour, improve website performance, and optimise the user experience. Analytical cookies typically do not contain personally identifiable information and are used to understand trends and patterns rather than targeting individual users for advertising purposes.

3.0   Audit of cookies

3.1   The University regularly audits the cookies it uses and reviews the purposes for which they are used. This information will be audited periodically, particularly when the University makes any changes to the website that impacts on the cookies it uses.

4.0   How to disable cookies

4.1.   Most web browsers allow some control of cookies through their browser settings. To find out more about cookies, including how to see what cookies have been set, you can visit this site Learn All About Web Browser Cookies | Know Cookies

To manage the type of cookies installed on a user's devices for the University of Huddersfield, click on the icon below which appears on the bottom right of any University website page.

5.0   Contact

Any queries or concerns about the use of cookies on the University website should be sent by email to data.protection@hud.ac.uk

POLICY SIGN-OFF AND OWNERSHIP DETAILS

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REVISION HISTORY

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V1.1	5 September 2024	Final Draft of new policy	CRM and Marketing Data Manager
V1.0	26 March 2024	First draft of new policy	CRM and Marketing Data Manager