

## COOKIE POLICY

### 1. Policy Statement

- 1.1. It is the policy of the University of Chichester (“University”) to explain how the University uses cookies of the main website (chi.ac.uk). Please note, websites run by the University but with separate domain names, i.e. store.chi.ac.uk, may carry their own cookie statement which will supersede this Cookie Policy. This policy applies only to the chi.ac.uk website.
- 1.2. The purpose of this policy is:
  - 1.2.1. to provide a clear explanation about cookies and how they work;
  - 1.2.2. to provide an extensive list of all cookies used on the chi.ac.uk website;
  - 1.2.3. to make visitors aware of any impact these cookies could have on their browsing experience;
  - 1.2.4. to provide guidance about how to stop cookies and how to find further explanation.
- 1.3. This policy covers pages under the chi.ac.uk domain name. This does not include the Online Store, Library Catalogue, Students’ Union, ChiLife, Virtual Tour, IT Help website, ChiView, Moodle or the University of Chichester Intranet.
- 1.4. This policy impacts all visitors to the chi.ac.uk website, including staff and students.

### 2. Cookies

- 2.1. Websites use cookies in order to improve user experience by enabling the website to remember the user, either for the duration of their visit (using a ‘session cookie’) or for repeat visits (using a ‘persistent cookie’).

Cookies are used by the University to collect information for the purposes of managing and improving the services the University provides, establishing browsing actions and patterns and preparing customised pages. Staff and students at the University of Chichester should be aware that some internal systems, e.g. Moodle and ChiView require the use of cookies to function fully.

- 2.2. A cookie is a text file that is stored on a computer or mobile device by a website’s server and only that server will be able to retrieve or read the contents of that cookie. Each cookie is unique to a web browser. It will contain some information such as a unique identifier and the site name and some digits and numbers. It allows a website to remember things like user preferences and recognise users when they return to a site.

### 3. Types of cookies used

- 3.1. Most cookies encountered when browsing the University of Chichester website are considered ‘third party’ cookies. This means the 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. The only thing to bear in mind is that the external provider, not the University of Chichester, determines what type of information is stored and how it is used.

The most common type of cookie used on our website is set by Google Analytics, which provides anonymous statistical data to us to show usage trends and to aid in making decisions about what types of content are most popular.

Specific information about the cookies on the University of Chichester website are contained in our cookie register below (3.2).

The following types of cookies are used on the chi.ac.uk website:

- 3.1.1 **Strictly necessary cookies:** These cookies must be accepted in order for you to be able to use features on our website. These could be your preferences, forms you have previously filled in, automatic log in details, and tracking that does not identify you personally and is not linked to any personal information.
- 3.1.2 **Performance cookies** – These cookies monitor visitor behavior on our website, knows if you have visited the website before and does not identify you personally. We can use this information to improve our website services and help us with any issues on the site.
- 3.1.3 **Functionality cookies** – These cookies enhance how you use our website by remembering choices you make for personal features for future visits to our website i.e. the volume level on embedded YouTube videos. These cookies only collect information on our website, and does not identify any personal data.
- 3.1.4 **Targeting cookies** – Targeting cookies help to keep advertising relevant for you. These cookies collect information about your interests and browsing habits. They are then linked to third-party sites so that they can improve advertising and limit the amount of times you see an advert.

You can opt out of cookie-based advertisements from many advertising platforms by visiting [‘Your online choices’](#) and switching off behavioural advertising from the organisations of your choice.

**3.2** The following cookie register provides an extensive list of all cookies used on our chi.ac.uk website.

### 3.2.1 Bing

Cookie Name	Domain	Cookie Purpose
SRCHUSR	.bing.com	This is a Microsoft MSN 1st party cookie that ensures the proper functioning of the website. <b>Expiry:</b> Two years
SRCHUID	.bing.com	
SRCHD	.bing.com	

MUID	.bing.com	This cookie is widely used by Microsoft as a unique user identifier. It can be set by embedded Microsoft scripts. Widely believed to sync across many different Microsoft domains, allowing user tracking. <b>Expiry:</b> One year
MUIDB	bat.bing.com	This cookie carries information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website. <b>Expiry:</b> One year

### 3.2.2 chi.ac.uk

Cookie Name	Domain	Cookie Purpose
_fbp	.chi.ac.uk	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers. <b>Expiry:</b> Three months
_gid	.chi.ac.uk	This cookie name is associated with Google Universal Analytics. It stores and updates a unique value for each page visited. <b>Expiry:</b> The cookies expiration date varies, some expire after the session ends, others after two years.
_gcl_au	.chi.ac.uk	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services. <b>Expiry:</b> Three months
_dc_gtm_UA-2726373-16	.chi.ac.uk	This cookie is associated with sites using Google Tag Manager to load other scripts and code into a page. Where it is used it may be regarded as Strictly Necessary as without it, other scripts may not function correctly. The end of the name is a unique number which is also an identifier for an associated Google Analytics account. <b>Expiry:</b> The cookies expiration date varies, some expire after the session ends, others after two years.
_ga	.chi.ac.uk	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports. By default it is set to expire after 2 years,

		although this is customisable by website owners. <b>Expiry:</b> The cookies expiration date varies, some expire after the session ends, others after two years.
Drupal.toolbar.collapsed	www.chi.ac.uk	Admin user only -for the maintenance of the website.
access	www.chi.ac.uk	Admin user only -for the maintenance of the website.
has_js	www.chi.ac.uk	Admin user only -for the maintenance of the website. Most commonly associated with the Drupal content management system. Drupal uses this cookie to indicate whether or not the visitor's browser has JavaScript enabled.
cookie-agreed	www.chi.ac.uk	This cookie keeps track of if the end user agreed to use cookies on this site.
Drupal.tableDrag.showWeight	www.chi.ac.uk	Admin user only -for the maintenance of the website.

### 3.2.3 Doubleclick and Third-Party Remarketing

We use of third-party vendor's cookies including Google DoubleClick and Facebook to measure the performance of our online marketing campaigns and to serve ads based on your past visits to this website. This allows us to reach people who previously visited the University of Chichester website and match the right visitors with the right message.

Cookie Name	Domain	Cookie Purpose
permutive-session	.doubleclick.net	A generic technical cookie used for storing user session identifier on websites. <b>Expiry:</b> 20 months
permutive-id	.doubleclick.net	A generic technical cookie used for storing user session identifier on websites. <b>Expiry:</b> 20 months
IDE	.doubleclick.net	This cookie carries information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website. <b>Expiry:</b> Two years

### 3.2.4 Facebook

Some of our pages use a simple button/icon which will take you through to their corresponding Facebook page. These do not set cookies. The website does utilise Facebook features (such as the 'Like' button) and the Facebook pixel, which will store information if and when you interact with them. Facebook will store and use information such as IP address, approximate location, browser type, the URL visited, whether logged into Facebook, and Facebook user ID. Visit [Facebook and privacy](#) for more details.

Cookie Name	Domain	Cookie Purpose
-------------	--------	----------------

fr	.facebook.com	Facebook tracks opted-out Facebook users with a cookie for advertising purposes. <b>Expiry:</b> approximately 3 months from creation time
xs	.facebook.com	Contains information three pieces of information. The first value is an up to two-digit number representing the session number. The second portion of the value is a session secret. The third, optional component is a ' <b>secure</b> ' flag for if the user has enabled the secure browsing feature. <b>Expiry:</b> approximately in 3 months from creation date if 'Remember Me' option is ticked/when the browsing session ends.
sb	.facebook.com	Persistent cookie <b>Expiry:</b> Two years from creation time
datr	.facebook.com	A long-term, uniquely identifying cookie tracking visits to Facebook and Facebook owned third-party sites. <b>Expiry:</b> Two years
c_user	.facebook.com	Contains the user ID of logged in user. Expiry depends on the status of 'keep me logged in' checkbox. <b>Expiry:</b> approximately in 3 months from creation date if 'Remember Me' option is ticked/when the browsing session ends.

### 3.2.4 Google

Most web pages contain a Google Analytics tracking code to record anonymous information about the date and time of your visit, the type of browser used, approximate geographic location and the URL of any page that led to University of Chichester's web site. That information is aggregated and used by University of Chichester to identify usage trends on our site and to make decisions about which content or presentation styles are most effective. Find information about opting out of browsing behaviour being shared with Google Analytics by visiting [Google Analytics Opt-out Browser Add-on](#)

Cookie Name	Domain	Cookie Purpose
SAPISID	.google.co.uk	This DoubleClick cookie is generally set through the site by advertising partners, and used by them to build a profile of the website visitor's interests and show relevant ads on other sites. This cookie works by uniquely identifying your browser and device. <b>Expiry:</b> The cookies expiration date varies, some expire after the session ends, others after twenty years.
APISID	.google.co.uk	This DoubleClick cookie is generally set through the site by advertising partners, and used by them to build a profile of the website visitor's interests and show relevant ads on other sites. This cookie works by uniquely identifying your browser and device. <b>Expiry:</b> The cookies expiration date varies, some expire after the session ends, others after twenty years.

SSID	.google.co.uk	This cookie carries information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website. <b>Expiry:</b> The cookies expiration date varies, some expire after the session ends, others after twenty years.
SID	.google.co.uk	This is a very common cookie name but where it is found as a session cookie it is likely to be used as for session state management. <b>Expiry:</b> The cookies expiration date varies, some expire after the session ends, others after twenty years.
ANID	.google.co.uk	This cookie carries information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website. <b>Expiry:</b> Two years
CONSENT	.google.co.uk	This cookie carries information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website. <b>Expiry:</b> The cookies expiration date varies, some expire after the session ends, others after twenty years.
NID	.google.co.uk	This cookie is set by DoubleClick (which is owned by Google) to help build a profile of your interests and show you relevant ads on other sites.
HSID	.google.co.uk	This cookie is set by DoubleClick (which is owned by Google) to build a profile of the website visitor's interests and show relevant ads on other sites. <b>Expiry:</b> The cookies expiration date varies, some expire after the session ends, others after twenty years.
SID	.google.com	This is a very common cookie name but where it is found as a session cookie it is likely to be used as for session state management. <b>Expiry:</b> The cookies expiration date varies, some expire after the session ends, others after twenty years.
UULE	www.google.com	The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited. <b>Expiry:</b> The cookies expiration date varies, some expire after the session ends, others after twenty years.

### 3.2.5 Google Maps

The website has embedded Google Maps in some of the pages. Google may use cookies to store user preferences or the last location selected. Cookies are set to expire between 6 months and two years. For more information about Google's privacy policies, visit [Google's privacy policies page](#)

### 3.2.6 Twitter

Twitter uses cookies and other similar technologies, such as pixels or local storage, to measure the effectiveness of advertisements and provide personalised content. The University uses Twitter buttons on certain website pages to link through to the

corresponding Twitter feed and the cookies are used to measure how effective these buttons are and how the visitor might get to Twitter.

#### 3.2.7 **Instagram**

Some of the website pages feature links to Instagram accounts. Instagram uses cookies to understand how visitors interact with the site, help with preferences and uses the information to provide marketing relevant to their interests.

#### 3.2.8 **YouTube**

YouTube uses cookies to build video statistics, prevent fraud, and improve the site experience. For more information about Google's privacy policies, visit [Google policies and privacy page](#)

### **4. What to do if you do not want cookies to be set**

- 4.1 Visitors can avoid cookies being stored by viewing the site in incognito mode/private browsing. Visitors can also restrict or block web browser cookies set on their device through editing their browser settings; the browser Help function gives full instructions. Alternatively, visitors can visit the <https://ico.org.uk/global/cookies/> for comprehensive information on how to do this on the majority of desktop browsers.

Visitors can also delete cookies that have already been set. Please note that disabling cookies can affect their online experience of the site.

### **5. Responsibility and contact details**

- 5.1 Responsibility for cookies on the chi.ac.uk website is held by the Digital team within the Marketing, Recruitment, Access and Communications department. Any enquiries should be directed to [website@chi.ac.uk](mailto:website@chi.ac.uk).

### **6. Relevant policies and strategies**

- 6.1 The cookies policy is directly linked to the University's IT, Web and Data Protection policies and strategy. All of the University's policies can be found online at [www.chi.ac.uk/about-us/policies-and-statements](http://www.chi.ac.uk/about-us/policies-and-statements). Relevant policies include:

- 6.1.1 the Electronic Information Security Policy;
- 6.1.2 the University Privacy Standard and Privacy Notices;
- 6.1.3 the Digital and IT Strategy.