Owner: Kirsty Cleak, Digital Marketing Manager  
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**Cookies – Terms of Use**

Please note, websites run by the University but with separate domain names, i.e. help.chi.ac.uk, may carry their own cookie statement. This document applies only to the chi.ac.uk website.

The purpose of this document is:

* + - To provide a clear explanation about cookies and how they work
    - To make visitors aware of any impact cookies could have on their browsing experience
    - To provide guidance about how to stop cookies and how to find further explanation

This document covers pages under the chi.ac.uk domain name. This does not include the Online Store, Library Catalogue, Students’ Union, Virtual Tour, IT Help website, ChiView, Moodle or the University intranet.

This document impacts all visitors to the chi.ac.uk website, including staff and students.

1. **Cookies**
   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 custom pages. Staff and students of the University should be aware that some internal systems such as Moodle and ChiView require the use of cookies to function fully.

* 1. A cookie is a text file that is stored on a computer or mobile device by a websites 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 information such as a unique identifier and the site name and some digits and numbers. It allows a website to remember things like user preference and recognise users when they return to a website.

1. **Types of cookies used**
   1. Specific information about cookies on the University of Chichester website can be found under the ‘Details’ tab of the CookieBot banner, which is updated on a monthly basis. This is a live list, and is date stamped for accuracy.

Most cookies encountered when browsing the University of Chichester website are considered ‘third party cookie’s. This means the website has used a feature supplied by an external provider, such as Facebook, UniBuddy 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 cookies used on our website is set by Google Analytics, which provides anonymous statistical data to us to show usage trends and to aid decisions about what type of website content is most popular.

The following types of cookies are used on the University of Chichester website:

* + - 1. **Necessary cookies**: These cookies must be accepted in order for you to be able to use features on your website. These could be your preferences, forms you have filled in previously, automatic log in details and tracking that does not identify you personally and is not linked to any personal information.

Examples of these cookies on the University website could be CookieBot, YouTube and Google.

* + - 1. **Preference cookies**: These cookies monitor visitor behaviour on our website, knows if you have visited the website 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.

Examples of these cookies on the University website could be YouTube or ChiPlayer.

* + - 1. **Statistics 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.

Examples of these cookies on the University website could be Google, Hotjar or YouTube.

* + - 1. **Marketing cookies**: Targeting cookies help to keep advertising relevant to you. These cookies collect information about your interest and browsing habits. They are then linked to third-party websites so they can improve advertising and limit the amount of times you see an advert.

Examples of these cookies on the University website could be Facebook, Google Tag Manager and YouTube.

You can opt out of cookie-based advertisements from many advertising platforms by [visiting the Your Online Choices website](https://www.youronlinechoices.com/uk/) and switching off behavioural advertising from the organisations of your choice.

1. **What to do if you do not want cookies to be set**
   1. The University website uses the CookieBot banner for all visitors to the website. This banner is legally compliant and gives user to the authority to choose which cookies are used while they are on the University website. Users can change their consent at any time by clicking the CookieBot icon on the bottom left of all webpages.

Visitors can also avoid cookies being stored by viewing websites in incognito mode/private browsing. Users can restrict or block web browser cookies set on their device through editing their browser settings. Alternatively, users can [visit the Information Commissioners Office website](https://ico.org.uk/global/cookies/) for comprehensive information about how to do this on the majority of browsers.

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

1. **Responsibility and contact details**
   1. Responsibility for cookies on the chi.ac.uk 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).
2. **Relevant policies and strategies** 
   1. All of the University policies can be found [online on the Policies and Statement page](https://www.chi.ac.uk/about-us/policies-and-statements/). Relevant policies include:
      1. The Electronic Information Security Policy
      2. The University Privacy Standard and Privacy Notices
      3. The Digital and IT Strategy