

Policy: Cookies

Department: ITIS

Date: June 2016

Review Date: 1 year

1.0 Purpose

This policy describes the use of cookies by Goldsmiths. A cookie is a small text file that is sent to your browser from a web server and then stored on your hard drive. Cookies enable us to recognise your computer and record information from your visits to the site, such as your preferred settings. This saves you having to re-enter the same data each time you use the site and allows us to provide you with a more customised experience.

By continuing to use our Website, you are consenting to our use of your personal information and cookies in the way described in this policy.

2.0 Scope

This policy informs you of what to expect when Goldsmiths collects personal information via the website and social media managed by or on behalf of Goldsmiths. It applies to information we collect about:

- visitors to our websites
- individuals who request a prospectus
- individuals who send enquiries online
- individuals who complete any form on the Goldsmiths website
- VLE users

We use both first party and third party cookies. First party cookies are cookies set by a website visited by the user – the Goldsmiths website in this case. Third party cookies are cookies that are set by a domain other than the one being visited by the user. Application interfaces, such as those for Facebook, Vimeo, Twitter and YouTube, will set cookies when you actively click on them. Note that these parties have their own privacy policies and cookies policies that should be consulted separately.

3.0 What information is collected and for what purposes

While using this website to request a prospectus, send an enquiry or apply online, you may have to submit personal information. Goldsmiths is committed to protecting your privacy and the information that you give us will be treated in accordance with our Data Protection Policy, Information Security Policy and this statement. It will be used only for the purpose which is stated at the point of collection.

Goldsmiths uses analytics software to monitor traffic to and around our Website. This helps us to provide the best possible user experience and encourages customers to use more cost-effective channels for accessing information on our services. Analytics also help us to identify if our digital channels are offering value for money.

From time to time we make use of remarketing advertising services, which place cookies on your computer and will increase the likelihood of you seeing more adverts from Goldsmiths on other web sites that you visit. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. Remarketing cookies are not used to identify personal information.

4.0 Use of cookies

Please see the Cookie Audit which describes each cookie in current use along with its purpose and duration. The Data Protection Officer approves the employment of new cookies and the audit is updated on a regular basis.

5.0 Cookie Settings

Many web browsers allow some control of cookies through the browser settings. Most web browsers automatically accept cookies, but the browser settings can be modified to decline cookies. Withdrawing your consent by altering these settings will affect the functionality of the website.

To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit www.aboutcookies.org and www.allaboutcookies.org.

To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>.

6.0 Associated documents

Please refer to:

- [Data Protection Policy](#)
- [Information Security Policy](#)
- [Cookie Audit \(see attached list\)](#)

7.0 Review of policy

This policy will be reviewed at least every year or when there are significant changes to it.

8.0 Contact list for queries related to this policy

Data Protection Officer
Chief Information Officer

9.0 Authority for this policy

Registrar & Secretary