# BEAUDESERT PARK SCHOOL

# WEBSITE COOKIE POLICY

## COOKIES

Our website creates and uses cookies, which are small text files of non-personalised data which help the website work. Some cookies are created by our website and some by third-parties, like Facebook or YouTube, who provide content on the page you are visiting. Some of these are strictly necessary to the function of the website, such as setting your privacy preferences or filling in forms. Some are targeted, which means they are used by Beaudesert Park School and advertising partners, to show you relevant advertisements.

## YOUR DATA

Beaudesert Park School does not store any personally identifiable information through cookies. Cookies help us develop our website and improve it for users. You can learn more about cookies and how to manage them here: aboutcookies.org

## SENDING US VOLUNTARY INFORMATION

You may decide you would like to send us personally identifiable information, for example by sending us an email or filling in an enquiry form. We will primarily use this information to reply to your query or request. We may also use this data to send you further information about the school that may be relevant to you. Of course, you can withdraw your consent at any time.

We will not collect any personally identifiable information unless it is provided to us.

## HOW TO CONTROL AND DELETE COOKIES

You can manage cookie usage through your browser settings. The help function in your preferred browser should provide you with the correct information. The links below are correct at the time of writing. Some browsers provide helpful cookie guide:

Chrome: https://support.google.com/chrome/bin/answer.py?hl=en&answer=95647&p=cpn_cookies

Firefox: http://support.mozilla.org/en-US/kb/Cookies

Microsoft Edge: https://support.microsoft.com/en-gb/help/4468242/microsoft-edge-browsing-data-and-privacy-microsoft-privacy

Safari 5: http://docs.info.apple.com/article.html?path=Safari/5.0/en/9277.html

 Google Analytics also has its own opt-out option, which includes opting out of Google Advertising: https://tools.google.com/dlpage/gaoptout

If you wish to stop the Facebook Pixel from collecting information, you can do so by changing your settings in your account: https://en-gb.facebook.com/help/568137493302217

Please note that opting out of Google Ad settings and the Facebook Pixel will not stop you from seeing our advertisements, just that they will not be tailored to you.

When using mobile devices, it may be necessary to consult the device's instruction manual.

## CHANGES TO OUR COOKIE POLICY

We will review our Cookie Policy annually, or earlier if deemed necessary.

COOKIES USED

**Strictly Necessary Cookies**

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms.

You can set your browser to block or alert you about these cookies, but then some parts of the site will not work. These cookies do not store any personally identifiable information.

| Cookie | Description | Duration |
|---|---|---|
| PHPSESSID | This cookie is native to PHP applications. The cookie is used to store and identify a users' unique session ID for the purpose of managing user session on the website. The cookie is a session cookie and is deleted when all browser windows are closed. | N/A |

**Targeting Cookies**

These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites.

They do not store directly personal information, but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

| Cookie | Description | Duration |
|---|---|---|
| _fbp | This cookie is set by Facebook to deliver advertisement when they are on Facebook or a digital platform powered by Facebook advertising after visiting this website. | 2 months |
| fr | This cookie is set by Facebook to show relevant advertisements to the users and measure and improve the advertisements. The cookie also tracks the behaviour of the user across the web on sites that have Facebook pixel or Facebook social plugin. | 2 months |
| VISITOR_INFO1_LIVE | This cookie is set by Youtube. It is used to track the information of embedded YouTube videos on a website. | 5 months |
| GPS | This cookie is set by Youtube and registers a unique ID for tracking users based on their geographical location. | 30 minutes |
| YSC | This cookie is set by Youtube and is used to track the views of embedded videos. | N/A |
| IDE | This cookie is used by Google DoubleClick and stores information about how the user uses the website and any other advertisement before visiting the website. This is used to present users with ads that are relevant to them according to the user profile. | 1 year |
| _ga | This cookie is installed by Google Analytics. The cookie is used to calculate visitors, sessions, campaign data and keep track of site's usage for the site's analytics report. The cookies store information anonymously and assign a randomly generated number to identify unique visitors. | 2 years |
| _gid | This cookie is installed by Google Analytics. The cookie is used to store information of how visitors use a website and helps create an analytics report of how the website is doing. | 1 day |

|  | The data collected including the number visitors, where they have come from, and the pages visited in an anonymous form. |  |
|---|---|---|
| _gat | This cookies is installed by Google Universal Analytics to throttle the request rate to limit the collection of data on high traffic sites. | 1 minute |