

Cookie Policy



Date approved: 5th June 2020
Approved by: SMT
Responsible Manager (s): Director of Marketing
Executive Lead: Chief Operating Officer

Applicable to staff: Yes
Applicable to students: No
Accessible to students: Yes
Accessible to general public:
(including clients) Yes

Consultation

Consultation undertaken with: Date:

- | | |
|---|-----------|
| • SMT | June 2020 |
| • AMT | May 2020 |
| • CCMT | May 2020 |
| • Students | NA |
| • Employee representatives (HR related policies only) | NA |
| • Other | NA |

Policy review frequency, normally: Annually

Contents

1. Scope and purpose
2. Policy statement
3. Accountability
4. Student involvement
5. Linked policies
6. Linked procedures
7. Equality Impact Assessment

1. Scope and purpose

The scope of this policy is all websites owned and operated by Blackpool and The Fylde College and the purpose is to meet legislative requirements concerning data protection and privacy.

2. Policy statement

Ensuring a positive customer experience is central to the Blackpool and The Fylde College ethos. Blackpool and The Fylde College may track and remarket web visitor information using their cookies (a text file sent to a web browser by a web server). Remarketing allows the College to connect with users who are identifiable by their cookie based upon their past interactions with Blackpool and The Fylde College websites. Tracking enables us to analyse customer behaviour on our websites to improve the customer online experience. Third-party marketing vendors may be hired by Blackpool and The Fylde College to perform remarketing services. As a result, third-party vendors, including Google, use cookies to serve ads based on a user's prior visits to websites owned and operated by Blackpool and The Fylde College.

Customers are given the opportunity to opt out of customized Google Display Network ads and links to Google privacy and terms are provided:

<http://www.google.com/policies/technologies/ads/>

In addition to Google, the College shares information with Zendesk (livechat) and Facebook. This allows the College to target more effectively as we build up a consistent picture of who a customer is based on their activity across a range of software platforms.

Within third party platforms, customers have the opportunity to opt out of tracking within their personal settings.

A comprehensive list of cookies that we use is available on our website:

<https://www.blackpool.ac.uk/info/privacy>

3. Accountability

The Director of Marketing is responsible for ensuring this policy is adopted and kept current.

The Chief Information Officer, supported by the designated lead for data protection are required to advise on technical content, legislative requirements and implications for the College's overall data protection position.

4. Student involvement

Student and customer involvement is implicit in the policy.

5. Linked policies

- Data Protection Code of Practice
- IT Security Policy

6. Linked procedures

Freedom of information request

7. Equality Impact Assessment

Impact Assessment for the 4 strands of Equality, Safeguarding, Health and Safety and Sustainability	
Initial Form to be completed with Risk Assessments or as part of a proposal or change to a policy, plan or new way of working	
Title of Activity: Cookie Policy Date: May 2020	<input type="checkbox"/> New or <input checked="" type="checkbox"/> Revision Please tick as appropriate Expected Implementation Date: May 2020 What is the review date? May 2022
Equality and Diversity. Which of the characteristics maybe impacted upon? And, if yes, how has this been considered? What are the risks? What are the benefits?	None expected
Safeguarding: Are there any aspects of this proposal which could cause a learner/member of staff/visitor to feel unsafe? If yes, how has this been considered? What are the risks? What are the benefits?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Health and Safety: Have any risks been identified? If yes, how has this been considered? What are the risks? What are the benefits?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Sustainability: Are there expected benefits or impacts on sustainability issues? If yes, how have these been considered?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Evidence: What evidence do you have for your conclusions and expectations for these conclusions? How will this impact be monitored for all these considerations?	
Is this policy of a high/medium or low risk? :	<input type="checkbox"/> High <input type="checkbox"/> Medium <input checked="" type="checkbox"/> Low