



Cookie Policy

Date approved: 19 January 2024
Approved by: SMT
Responsible Manager (s): Director of Marketing
Executive Lead: Vice Principal Apprenticeships, Business and People

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

Consultation

| Consultation undertaken with: | Date: |
|---|------------------|
| • SMT | 19 November 2023 |
| • AMT | 24 November 2023 |
| • CCMT | 24 November 2023 |
| • Students | N/A |
| • Employee representatives (HR related policies only) | N/A |
| • Other | N/A |

Policy review frequency, Bi-Annually

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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 (B&FC) ethos. B&FC 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 cookies based upon their past interactions with Blackpool and The Fylde College websites. Tracking enables B&FC to analyse customer behaviour on B&FC websites to improve the customer online experience. Third-party marketing vendors may be hired by B&FC 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 B&FC.

Every time customers access the B&FC website, they are given the option to accept, customise or block tracking of their online activity on the site.

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

[http://www.google.com/policies/technologies/ads/.](http://www.google.com/policies/technologies/ads/)

In addition to Google, B&FC shares information with Zendesk (livechat) and Facebook. This allows B&FC to target our marketing communications 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/privacy-and-cookie-policies>

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 and Information Security Policy

6. Linked procedures

Freedom of information request

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: Cookies Policy Name and title of proposer: Sarah Glascott, Design and Content Manager | <input type="checkbox"/> New or X Revision <i>(tick as appropriate)</i> |
|---|--|

Equality and Diversity.
 Are there students, apprentices, other customers, community/stakeholders, and/or colleague concerns that the proposed policy, project or change may be discriminatory or have an adverse impact on people with protected characteristics?

| | | | |
|---|------------------------|----|--|
| A | Students/Apps/Customer | No | If so, how many individuals / which groups of are likely to be affected? |
| B | Community/stakeholders | No | |
| C | Colleague | No | |

| Equality group | Positive impact High Low None | Negative impact High Low None | Reason / comments for positive impact why it could benefit any /all of the equality groups | Reason /comments for negative impact /what could disadvantage any/ all of the equality groups |
|--|---|---|--|---|
| Sex | None | None | | |
| Gender reassignment (Male/female/Non-binary/Transgender) | None | None | | |
| Age | None | None | | |
| Race or ethnicity | None | None | | |
| (Disability) Learning difference | None | None | | |
| (Disability) Physical and/or sensory | None | None | | |
| (Disability) Mental health need | None | None | | |
| Sexual Orientation | None | None | | |
| Religion and Belief | None | None | | |
| Marriage and civil partnership | None | None | | |
| Pregnancy and maternity | None | None | | |
| Carers/care experienced | None | None | | |
| Socio Economic deprivation indicators | None | None | | |

What changes or actions do you recommend to improve the service, project, policy, or change to eradicate or minimise the negative impacts identified?
 Who will be responsible for monitoring these actions?

Have students, apprentices/other customers, communities and/or colleagues been consulted in the review / proposed change?

| | | |
|---|---|-----------|
| A | Students/Apps/Customers | <i>No</i> |
| B | Community | <i>No</i> |
| C | Colleague | <i>No</i> |
| | If yes, who and how many have you involved and how have they been involved? | |

Safeguarding: Are there any aspects of this proposal which could cause a Student/member of staff/visitor to feel unsafe? If yes, how has this been considered? What are the risks? What are the benefits?

Yes
 No

Health and Safety: Have any risks been identified? If yes, how has this been considered? What are the risks What are the benefits?

Yes
 No

Sustainability: Are there expected benefits or impacts on sustainability issues? If yes, how have these been considered?

Yes
 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?:

High Medium Low