

Cookie Policy

Date approved: 11.25
Approved by: CLT
Responsible Manager (s): Director of Marketing
Executive Lead: Vice Principal, Community, Student Experience & Strategy

Applicable to staff: Yes
Applicable to students: Yes
Accessible to students: Yes
Accessible to general public (including clients): Yes

Consultation

Consultation undertaken with:

- Exec 11.25
- AMT 11.25
- CLT 11.25

Policy review frequency, Bi-Annually

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1. Scope and purpose

The scope of this policy is all the following websites owned and operated by Blackpool and The Fylde College:

- Blackpool & The Fylde College - www.blackpool.ac.uk
- Fleetwood Nautical Campus - www.fleetwoodnautical.blackpool.ac.uk
- Lancashire & Cumbria Institute of Technology - www.landciot.ac.uk

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 a website owned and operated by B&FC, 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/>,

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 Data Protection 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 Systems 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 <input checked="" type="checkbox"/> Revision <i>(tick as appropriate)</i>
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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