Cookie Policy

University of Liverpool online programmes are delivered in partnership with Kaplan Open Learning, an affiliated college of the University. For more information about our partnership please visit **https://online.liverpool.ac.uk/our-partnership/.**

1.   What is a cookie?

1.1   A cookie is a string of information that is sent by a website and stored on your hard drive or temporarily in your computer's memory. It is designed to remember things that you have done on a website, such as the pages you have viewed or the links you have clicked on. Cookies may be set by the website you are visiting ('first party cookies') or they may be set by other websites who run content on the page you are viewing ('third party cookies').

2.   Are there different categories of cookie?

2.1   The cookies used by our website, or that may be used in the future, are classified as follows:

a)   Strictly necessary

b)   Website analytics and performance

c)   Functionality

d)   Targeting and advertising

An explanation of each category and the cookies that we use are detailed below.

2.2   Strictly necessary:

2.2.1   Strictly necessary cookies are sometimes needed for you to move around a website and fully use its features, such as automatically signing in to protected areas.

2.2.2   The University of Liverpool online programmes website currently uses strictly necessary cookies.

2.3   Website analytics and performance:

2.3.1   Website analytics and performance cookies gather information on how you have used a website, such as the length of time you spent on a page or how you moved from one page to another. This information is collected anonymously.

2.3.2   The University of Liverpool online programmes website currently uses website analytics and performance cookies.

2.4   Functionality:

2.4.1   Functionality cookies record choices you have made and allow a website to tailor its content to you, for example by remembering your location preference. Functionality cookies may also take the form of Flash cookies, which are stored in your Adobe Flash Player rather than on your web browser.

2.4.2   The University of Liverpool online programmes website does not currently use functionality cookies.

2.5 Targeting and advertising:

2.5.1 Targeting and advertising cookies are used to work out what advertising might be most relevant to you, based on the areas you have looked at on a website and your IP address geo-location.

2.5.2 The University of Liverpool online programmes website currently uses targeting and advertising cookies.

3. Embedded Content

3.1 We may embed photos and video content from other sources such as Slideshare or YouTube. As a result, when you visit a page containing such content, you could be presented with cookies from these websites. We do not control the distribution of these cookies and you should check the relevant third party's website for more information.

3.2 The University of Liverpool online programmes website currently uses embedded third party content.

4. What cookies do we use?

The following section explains which Cookies we use and why we use them.

4.1 We use strictly necessary cookies in order to ensure full website experience for our users.

4.1.1 The Citrix cookie. This cookie is part of our application firewall and helps to ensure the user is safe.

4.1.2 Control cookies for controlling privacy. These cookies store if the user has seen the cookie banner and if the user has permitted non-essential cookies to be stored on their device.

We use persistent cookies for website analytics and performance.

4.2 Google Analytics. We use Google Analytics cookies and Remarketing cookies together to inform, optimise and serve ads based on user's past visits to our website. We use these tools to improve our website for the benefit of our users and make site improvements, all data collected is anonymous. For more information on Google Analytics cookie usage, please visit their website: **www.google.co.uk/intl/en/analytics/privacyoverview.html**.

4.3 Targeting and advertising cookies. Cookies enable us to learn about what ads you see, what ads you click, and other actions you take on our site. This allows us to provide you with more useful and relevant ads. They also limit the number of times that you see an ad and help us measure the effectiveness of our marketing campaigns. The advertising cookies are in accordance with each provider's policies:

4.3.1 **Google:** https://www.google.com/policies/technologies/types/

4.3.2 **Facebook and Instagram:** https://www.facebook.com/about/privacyshield

4.3.3 **Bing:** http://choice.microsoft.com/en-us/opt-out and http://www.aboutads.info/

4.3.4 **LinkedIn:** https://www.linkedin.com/legal/cookie-policy

4.3.5 **Facebook:** https://www.facebook.com/business/help/471978536642445?id=1205376682832142

4.3.6 **Dotdigital:** https://support.dotdigital.com/hc/en-gb/articles/115001414144-What-type-of-cookies-do-you-create-on-the-devices-of-recipients-and-visitors-

4.3.7 **LiveChat:** https://livechatservice.io/cookies/

4.4   Embedded content

      4.4.1   **Unistats Key Information Sets**. This embedded content, found on our course pages where applicable, comes from Unistats, the official website for comparing UK higher education course data. Unistats draws together comparable information on those areas that students have identified as important in making decisions about what and where to study. https://www.officeforstudents.org.uk/advice-and-guidance/student-information-and-data/discover-uni-and-unistats/

4.5   We do not share the information collected by the cookies with any third parties.

5.   Managing cookies

5.1   By continuing to use this site we assume you are happy for with the way we use cookies. If you are not happy we would recommend using your browsers "Private Browsing" mode whilst viewing our site. This is called "Incognito" in Google Chrome, "InPrivate" in Internet Explorer and "Private Browsing" in Safari and Mozilla Firefox.

If you wish to find out more about cookies, or how to refuse cookies, please visit the Interactive Advertising Bureau's website at **www.allaboutcookies.org** for further information.

6.   Online privacy

6.1   You may also want to read our privacy policy , which explains how and when we use your personal data.