

Cookies Notice

The University of Worcester (“**University**”, “**We**”, “**Us**” or “**Our**”) is committed to protecting and respecting Your privacy. This Cookies Notice is provided for Our prospective, existing and former users of Our website and online advertisements that are published on third party websites (“**You**”, “**Your**”).

What are cookies?

A cookie is a small file that contains text. If You allow cookies, the file is stored, by Your web browser, on the physical storage media on Your device (e.g. Your computer’s hard drive) whilst You are browsing the internet or using internet-enabled apps.

Cookies are often used in conjunction with pixels, particularly as part of online advertising. A pixel is a small, transparent picture file that is included in web pages. Pixels contain computer code that detects events on the web page (e.g. a button click) and records the events in the cookie.

To find out more information about cookies, please visit www.allaboutcookies.org.

How you can control cookies

You can block cookies by changing the settings on Your browser. How this is done, and the amount of control that you have over different types of cookie, depends on which browser You use. All mainstream browsers will allow You to turn off cookies completely. You can also delete all cookies (or a selection of them) from Your device at any time.

Our use of cookies - overview

The cookies that We rely on are used to select which online adverts You are presented with by Our online advertising service providers, and to collect information about how You interact with Our website and online adverts. Some of the cookies are placed by Our website or online adverts, and some of them are placed by Our service providers. A list of Our service providers is set out below.

If You delete any of those cookies but allow Your browser to continue to place cookies, You change the criteria that are used to select the adverts that are presented to You (and You may stop seeing Our adverts on third party websites), and You “reset” the information that We have about how You interact with Our website and adverts.

Categories of cookies that We use

The cookies that We rely on are placed when You visit Our website or interact with Our online adverts, when You use apps provided by Our service providers who are listed below, and when You interact with tools or services that those service providers provide (e.g. Facebook “like” buttons) on any web page on the internet.

The cookies that We rely on are used for the following purposes:

Advert targeting and conversion reporting Once the cookies are placed by Our website or online adverts, or by Our online service providers, they are used as follows:

- 1 By Our online advertising service providers to select which adverts are presented to You, and Our adverts will be included in the selection. The cookies may also used by some of Our service providers to remember your advertising preferences including online opt-outs. (Follow the hyperlinks below to find out which cookies record preferences, and where You can take advantage of cookie opt outs.) The adverts will be presented on websites operated by Our online service providers (and businesses that they own or operate) and third parties who allow Our service providers to place adverts on their websites.
- 1 By Us and Our online advertising service providers, to measure the effectiveness of Our website and adverts, and to get insights into people who visit Our website, interact with Our adverts, use Our service providers’ apps, or interact with Our service providers’ tools or services. The information is used by Us and Our digital media advisers to plan, manage and revise Our website and online advertising, and to gauge the success of Our website and online adverts.

Online analytics Once the cookies are placed by Our website, or by Our online service providers, they are used as follows:

- 1 By Our online service providers, when You use that service provider’s tools or services on Our website (and when You use the service provider’s website or apps, or the service provider’s tools or services on third party websites). The service providers use the cookies to understand how You use their tools, services, apps and websites.
- 1 By Us and our digital media agency, as well as by our online service providers listed below, to record Your visits to Our website, the pages You visit, the length of Your visit, technical information about the device and browser that You use, and the “events” that You trigger (such as the hyperlinks that You follow, and Your use of our online service provider’s tools or services).

We cannot normally use cookies to identify You by (for example) your name and address, or to distinguish You from other people who use Your device using the same user account.

For information about our legal basis for using cookies, please refer to our [Privacy Notice](#).

Our cookies and online advertising service providers

You can find more information about the individual cookies we use and the purposes for which we use them in the table below. We only use cookies for two purposes: either for online analytics, or for online advertising, advert targeting and conversion tracking (as described above):

Cookie name	Cookie category	More information for website users/ visitors (where available)
Google Analytics	Website analytics	See https://support.google.com/analytics/answer/6004245 , under the heading “Google Analytics Cookies”.
Twitter Analytics	Website analytics	See https://help.twitter.com/en/rules-and-policies/twitter-cookies .
Facebook Analytics	Website analytics	For further information on this cookie, please visit https://www.facebook.com/policies/cookies/ .
Click4Assistance	Website analytics	See https://www.click4assistance.co.uk/click4assistance-web-chat-software-cookie-policy .
Google Advertising	Advert targeting and conversion reporting	See https://policies.google.com/technologies/ads .
Twitter Advertising	Advert targeting and conversion reporting	See https://help.twitter.com/en/rules-and-policies/twitter-cookies .

Facebook Advertising	Advert targeting and conversion reporting	See https://www.facebook.com/policies/cookies/ .
Snapchat	Advert targeting and conversion reporting	See https://www.snap.com/en-GB/cookie-policy/ .
AppNexus	Advert targeting and conversion reporting	See https://www.appnexus.com/cookie-policy .
StackAdapt	Advert targeting and conversion reporting	See https://www.stackadapt.com/privacy .
Taboola	Advert targeting and conversion reporting	See https://www.taboola.com/cookie-policy .
OutBrain	Advert targeting and conversion reporting	See https://outbrain.pactsafe.io/versions/58b48d50b8ffc11fa2ea0828.pdf .
Instagram	Advert targeting and conversion reporting	See https://help.instagram.com/1896641480634370 .
Spotify	Advert targeting and conversion reporting	See https://www.spotify.com/uk/legal/cookies-policy/ .
TubeMogul	Advert targeting and conversion reporting	See https://www.adobe.com/uk/privacy/marketing-cloud.html and https://www.adobe.com/uk/privacy/cookies.html .
LinkedIn	Advert targeting and conversion reporting	See https://www.linkedin.com/legal/cookie-policy .
Bing	Advert targeting and conversion reporting	See https://privacy.microsoft.com/en-us/privacystatement .

Use of our cookies by third parties

We have no control over how Our online advertising and analytics service providers use the cookies. They are accountable to You, and should provide notices to inform You about their use of cookies and Your personal data. To find out more about their use of cookies and Your personal data, please refer to their Cookie Notices and Privacy Notices.

To opt out of third parties collecting or using data using cookies, You must either disable the cookies using your browser settings or consult the service providers' Cookie Notices to see if the service providers offer opt outs. Where opt outs are provided, You must use the methods referred to in the service providers' Cookie Notices to put in place each opt out. We have provided hyperlinks above to assist You.

Updated June 2018

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[Home](#) / Cookies Notice

<http://www.worcester.ac.uk/cookies-notice.html>