



## Emerson College - Cookies Policy

Last updated on 5<sup>th</sup> Oct 2021

Last reviewed on 11<sup>th</sup> Oct 2021

Our website uses cookies to improve your online experience. By using our website you agree that this Cookies Policy applies to that use.

### WHAT IS A COOKIE?

A cookie is a small piece of information sent by a web server to a web browser, which enables the server to collect information from the browser. We use cookies to identify you when you visit our Emerson College website to improve your online experience. More specifically, we use cookies and other tracking technologies for the following purposes:

- Assisting you in navigation;
- Assisting in registration to our events, login, and your ability to provide feedback;
- Understand your use of our products, services or applications;
- Assisting with our promotional and marketing efforts

There are different types of cookies:

### SESSION COOKIES

Session cookies last for the duration of your visit and are deleted when you close your browser. They allow a website to identify that a user is navigating from page to page, supporting website security or basic functionality. They contain no personal information that can be used to identify an individual.

### FIRST-PARTY COOKIES

These are cookies that we use for the functionality of our website and to understand how our website is being used.

### THIRD-PARTY COOKIES

Third-party cookies are cookies that come from other websites (for example social media sites that we link to). We try to limit that number of third-party cookies and use a cookies monitoring tool to regularly review the third-party cookies on our website.

### CHOOSING YOUR OPTIONS

It is important to us that visitors to our website can choose the level of cookies that they feel comfortable. Our cookies tool power by One Trust enables you to choose your cookie preferences and accept or reject cookies (except strictly necessary cookies) by clicking on the "cookie settings" button.

Below you can find more information about the individual cookies we use and the purposes for which we use. Please be aware that because we are always updating and improving our service, this list may not be comprehensive. Check back for updates.

We classify cookies in the following categories:

### STRICTLY NECESSARY COOKIES

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.

FIRST PARTY		
Host	Cookie Name	Description
www.emerson.org.uk	DYNSRV	Used for load balancing to manage server traffic demand.
emerson.org.uk	DYNSRV	Used for load balancing to manage server traffic demand.

## PERFORMANCE COOKIES

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site and will not be able to monitor its performance.

FIRST PARTY		
Host	Host	Host
emerson.org.uk	_gat	This cookie is associated with Google Universal Analytics, used to throttle the request rate - limiting the collection of data on high traffic sites. It expires after 10 minutes._
emerson.org.uk	_ga	This cookie is associated with Google Universal. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports.
emerson.org.uk	_gid	This cookie name is associated with Google Universal Analytics. It appears to store and update a unique value for each page visited.

## FUNCTIONAL COOKIES

These cookies enable the website to provide enhanced functionality and personalisation. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies then some or all of these services may not function properly.

THIRD PARTY		
Host	Cookie Name	Description
vimeo.com	vuid	This domain is owned by Vimeo and is used to Host and Share videos

## TARGETING COOKIES

These cookies may be used by the host companies to build a profile of your interests and show you relevant adverts on other sites. They do not store directly personal information, but are based on uniquely identifying your browser and internet device.

Our cookies tool enables you to choose your cookie preferences and accept or reject these cookies.

THIRD PARTY		
Host	Cookie Name	Description
youtube.com	CONSENT	YouTube is a Google owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites.

## TURNING COOKIES OFF VIA YOUR BROWSER

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

## MORE INFORMATION ABOUT COOKIES

You can find more information about controlling your cookie choices:

<http://optout.aboutads.info/>, <https://www.aboutcookies.org> or <https://youronlinechoices.eu/>.

For any questions regarding our Cookies Policy,  
Please email Ellie Kidson (Communications Managers) at [publicity@emerson.org.uk](mailto:publicity@emerson.org.uk)