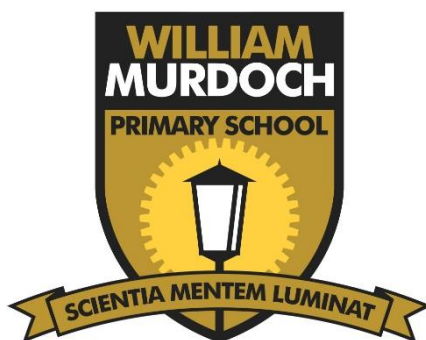


**WILLIAM MURDOCH PRIMARY SCHOOL**

# **COOKIES POLICY**



**Approved by:**

Governing Body

**Date:** July 2022

**Last reviewed on:**

**Next review due by:**

July 2023

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## 1. Introduction

Our website, <https://www.williammurdoch.bham.sch.uk/home> (hereinafter: "the website") uses cookies and other related technologies (for convenience, all technologies are referred to as "cookies"). Cookies are also placed by third parties we have engaged. In the document below, we inform you about the use of cookies on our website.

## 2. What are Cookies?

A cookie is a small simple file that is sent along with pages of this website and stored by your browser on the hard drive of your computer or another device. The information stored therein may be returned to our services or to the servers of the relevant third parties during a subsequent visit.

## 3. What are Scripts?

A script is a piece of programme code that is used to make our website function properly and interactively. This code is executed on our server or on your device.

## 4. Cookies

### 4.1 Technical or Functional Cookies

Some cookies ensure that certain parts of the website work properly and that your user preferences remain known. By placing functional cookies, we make it easier for you to visit our website. This way, you do not need to repeatedly enter the same information when visiting our website. We may place these cookies without your consent.

### 4.2 Social Media Cookies

On our website we have included buttons for Twitter to promote webpages (e.g. "like", "pin") or share (e.g. "tweet") on social networks like Twitter. These buttons work using pieces of code coming from Twitter themselves. This code places cookies. These social media buttons can also store and process certain information, so a personalised advertisement can be shown to you.

Please read the privacy statement of these social networks (which can change regularly) to read what they do with your (personal) data which they process using these cookies. The data that is retrieved is anonymised as much as possible. Twitter is located in the United States.

## 5. Placed Cookies

Cookie Type	Reference	Description
PHP Session Cookie	PHPSESSID	<b>The PHPSESSID cookie is native to PHP and enables websites to store serialised state data.</b> It is used to establish a user session and to pass state data via a temporary cookie, which is commonly referred to as a session cookie.
Google Tag Manager	_ga	<b>The GA cookie is set, when a person visits your website for the first time.</b> Google Analytics sends the client ID with each hit in order to associate hits with a user. A GA cookie can exist only on the device and browser where it has been set.

Cookie Type	Reference	Description
	_gtag_UA_*	This is a <b>pattern type cookie set by Google Analytics, where the pattern element on the name contains the unique identity number of the account or website it relates to.</b>
	_gid	This cookie is installed by Google Analytics. The cookie is <b>used to store information of how visitors use a website and helps in creating an analytics report of how the website is doing.</b>
Vimeo	_vuid	We embed videos from our official Vimeo channel. <b>When you press play Vimeo will drop third party cookies to enable the video to play and to collect analytics data such as how long a viewer has watched the video.</b> These cookies do not track individuals.

## 6. Consent

When you visit our website for the first time, we will show you a pop-up. As soon as you 'Accept' you consent to us using the categories of cookies and plug-ins you selected in the pop-up, as described in this Cookie Policy. You can disable the use of cookies via your browser, but please note that our website may no longer work properly.

## 7. Your Rights with Respect to Personal Data

You have the following rights with respect to your personal data:

- You have the right to know why your personal data is needed, what will happen to it, and how long it will be retained for.
- Right of access: You have the right to access your personal data that is known to us.
- Right to rectification: you have the right to supplement, correct, have deleted or blocked your personal data whenever you wish.
- If you give us your consent to process your data, you have the right to revoke that consent and to have your personal data deleted.
- Right to transfer your data: you have the right to request all your personal data from the controller and transfer it in its entirety to another controller.
- Right to object: you may object to the processing of your data. We comply with this, unless there are justified grounds for processing.

To exercise these rights, please contact us. Please refer to the contact details at the bottom of this Cookie Policy. If you have a complaint about how we handle your data, we would like to hear from you, but you also have the right to submit a complaint to the supervisory authority (the Information Commissioner's Office (ICO)).

## 9. Enabling/Disabling and Deleting Cookies

You can use your internet browser to automatically or manually delete cookies. You can also specify that certain cookies may not be placed. Another option is to change the settings of your internet browser so that you receive a message each time a cookie is placed. For more information about these options, please refer to the instructions in the Help section of your browser.

Please note that our website may not work properly if all cookies are disabled. If you do delete the cookies in your browser, they will be placed again after your consent when you visit our websites again.

We may update our Cookie Policy from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons.

## **10. Contact Details**

For questions and/or comments about our Cookie Policy and this statement, please contact us by emailing [enquiry@williammurdoch.bham.sch.uk](mailto:enquiry@williammurdoch.bham.sch.uk)