

Cookies Statement

Last Revised: 29 August 2018

Introduction

King's College London Students' Union ("we", "our" or "us") uses cookies on our websites. This statement explains how we use cookies when you visit our website and online applications (our "Sites"). By accessing, browsing and using our Sites, you confirm that you accept this cookie policy and that you consent to our use of Cookies on your computer or smart device as set out in this cookie policy.

What are cookies

Cookies are small text files that store information on your computer or smart device when you access certain websites. Cookies allow us to recognise your device when you visit our Sites and they enable us to store certain information about your preferences, for example your local store. Cookies make it easier for you to maintain your preferences and help us customise the Sites to suit your preferences.

How can I prevent cookies being used

You can, should you choose to, disable the cookies from your browser and delete all cookies currently stored on your computer or smart device. You can find out how to do this for your particular browser by clicking "help" on your browser's menu or by visiting <http://www.allaboutcookies.org/manage-cookies/index.html>.

However, please be aware that should you choose to disable cookies from your browser it may prevent you from taking full advantage of our Sites and some of our Sites may fail to work properly which will greatly impact on your use and enjoyment of our Sites. You will see from the section below headed "How we use cookies" that most of the cookies used by us are recognised as being essential cookies, which are required in order to make our Sites work.

How we use cookies

We use cookies on all of our Sites. However, we **do not** collect or store personal data via the cookies used on any of our Sites.

When someone visits one of our Sites we collect standard internet log information. We do this to find out things such as the number of visitors to the various parts of our Sites. We collect this information in a way which does not individually identify you.

If, in the future, we decide that we do want to collect personally identifiable information by using cookies, on any of our Sites, we will be up front about this. We will make it clear when we will collect such personal information, how we will collect it and what we intend to do with it.

1st Party Cookies

Google Analytics

These cookies are used to collect information (non-personal information) about how visitors use our Sites. We use the information to compile reports, which will help us to monitor our Sites performance and enable us to improve our Sites, where necessary. This cookie collects information in an anonymous form, including the number of visitors to our Sites, where visitors have come from and the pages they have visited.

Google Analytics has been assessed as posing a very low intrusiveness level to you however Google has produced a plugin for browsers that helps you to opt out of this form of analytics if you do not wish us to use it. Find out more:

- About the opt out tool at: <https://tools.google.com/dlpage/gaoptout/>
- About Google's privacy policy at: https://support.google.com/analytics/topic/2919631?hl=en-GB&ref_topic=1008008

3rd Party Cookies

Third party cookies are cookies that have been written on to your browser or device by a website that is different from the website you are actually visiting (i.e. by a site other than ours, in this case).

Social Media Buttons

We also use social media buttons and/or plugins on this site that allow you to connect with your social network in various ways. For these to work the following social media sites including; Facebook, Twitter, YouTube will set cookies through our site which may be used to enhance your profile on their site or contribute to the data they hold for various purposes outlined in their respective privacy policies.

Facebook Pixel

Conversion tracking helps us by reporting on the actions people take after viewing Facebook ad we pay for. We create pixels that track conversions, add them to the pages of their website where the conversions will happen, and then track these conversions back to ads they are running on Facebook. This is done to deliver for targeted and useful content to our students.

No personal information is collected as a result of using these cookies or pixels.

Opting out of remarketing pixels and technologies

Please use the following link to help you opt out of any remarketing pixels and technologies

<http://www.networkadvertising.org/choices>

You may learn more about Facebook Custom Audiences by visiting

<https://www.facebook.com/help/381385302004628/>