

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

- **Strictly necessary (essential) cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
- **Analytical or performance cookies.** These allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- Please note that the following third parties use cookies, over which we have no control. These named third parties may include, for example, advertising networks and providers of external services like web traffic analysis services. These third party cookies are likely to be analytical cookies or performance cookies or targeting cookies:

Google (<https://policies.google.com/privacy>)

Communigator Ltd (info@communigator.co.uk)

- To deactivate the use of third party advertising cookies, you may visit the consumer page to manage the use of these types of cookies.
- 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 website.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Name	Lifespan	Description & More Information	Type
wow.session	Session	IIS Session Code- remembers browser activity throughout the session. i.e - if you hit 3 pages on website, we will know about it - history of activity and where you've been.	Essential
wow.anonymousid	2 year	Anonymous Visitor ID - new visitors that start session will be assigned a session ID which is unique and stays with you regardless of how often you come back. Identified from the browser.	Analytics
wow.utmvalues	Session	Stores the UTM values for the session - tracks where you originated from to get to our website using standard google analytics and PPC (pay per click) information.	Analytics
wow.trackingdata	Session	CommuniGator encrypted identifier for the session - encrypted link of contact details which has come from email - provides an encrypted unique ID of who the contact is - only originating from email.	Functionality
wow.data	2 years	Encrypted GatorMail identification - other information around the identifier above (e.g - campaign, last visit date, CRM identifier) non-contact based. Also stores the tracking link from the identifier above for 2 years.	Analytics
ASPXAUTH	Session	CommuniGator Product Authentication - Microsoft.net session cookies - hold no personal data or track anything specific - must have from Microsoft which is the software used to develop GatorLeads	Essential
ASP.NET_SessionId	Session	IIS Session cookie - Microsoft.net session cookies - hold no personal data or track anything specific - must have from Microsoft which is the software used to develop GatorLeads	Essential
Google Analytics	_utma, _utmb, _utmb, _utmc, _utmz (google language)	Campaign information only - where do the leads come from. Google Standard - Google Analytics cookies do not collect personal data about our website visitors. The data collected by Google Analytics is used to analyse how frequently the same people revisit the University website, how the website is found (from advertising or referring websites), and which pages are most frequently viewed. This information is combined with data from thousands of other users to create an overall picture of website use, and is never identified individually or personally and is not linked to any other information we store about you. Google's privacy policy Opt out of Google Analytics	Analytics
Google Maps	SID, SAPISID, APISID, SSID, HSID, NID, PREF (Google Language)	Campaign information only - where do the leads come from. Google Standard - Various unique identifiers, except for PREF which stores your options such as preferred zoom level. Google set a number of cookies on any page that includes a Google Map. While we have no control over the cookies set by Google, they appear to include a mixture of pieces of information to measure the number and behaviour of Google Maps users. Google's privacy policy	Analytics

