Cookie Policy

Summary:

This Cookie Policy explains how Pontefract Academies Trust (the Trust) uses cookies and similar technologies to recognise you when you visit our Trust website and school websites. It explains what these technologies are and why we use them, as well as your rights to control our use of them.

In some cases, we may use cookies to collect personal information, or it becomes personal information if we combine it with other information.

Author	Marketing and Communications Manager		
Applies to: (please check as appropriate)	Staff ✓	Pupil ✓	Community ✓
Ratifying Committee(s):	Executive Leadership Team		
Available on:	Compliance Library ✓		Website ✓
Date of Approval:	11/12/2023		
Date of Next Formal Review: (ensure this is aligned to committee meeting dates)	11/12/2024		
Review Period:	Annually		
Status:	Non-contractual		
Owner:	**Pontefract Academies Trust**		
Version:	02		

Document Control

Date	Version	Action	Amendments
24th October 2022	01	New Policy	
11/12/2023	02	Review	None

Contents

1. **What are cookies?**

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners in order to make their websites work, or to work more efficiently, as well as to provide reporting information.

Cookies set by the website owner, in this case, the Trust, are called "first-party cookies". Cookies set by parties other than the website owner are called "third-party cookies". Third-party cookies enable third-party features or functionality to be provided on or through the website (e.g advertising, interactive content, and analytics). The parties that set these third-party cookies can recognise your computer both when it visits the website in question and also when it visits certain other websites.

The specific types of first and third-party cookies served through our website and the purposes they perform are described below. Please note that the specific cookies served may vary depending on the specific online properties you visit.

2. **How can I control cookies?**

You have the right to decide whether to accept or reject cookies. You can exercise your rights by setting preferences in your Cookie Consent Manager. The Cookie Consent Manager allows you to select which categories of cookies you accept or reject. Essential cookies cannot be rejected as they are strictly necessary to provide you with services.

The Cookie Consent Manager can be found in the notification banner and on our website. If you choose to reject cookies, you may still use our website though your access to some functionality and areas of our website may be restricted. You may also set or amend your web browser controls to accept or refuse cookies. As the means by which you can refuse cookies through your web browser controls vary from browser-to-browser, you should visit your browser's help menu for more information.

In addition, most advertising networks offer you a way to opt out of targeted marketing and advertising. If you would like to find out more information, please visit http://www.aboutads.info/choices/ or http://www.youronlinechoices.com.

The specific types of first and third-party cookies served through our website and the purposes they perform are described below. Please note that the specific cookies served may vary depending on the specific online properties you visit.

3. **Essential website cookies**

These cookies are strictly necessary to provide you with services available through our website and to use some of its features, such as access to secure areas.

Name: __cf_bm
Purpose: Cloudflare places the cookie on end-user devices that access customer sites protected by Bot Management or Bot Fight Mode.
Provider: .vimeo.com
Service: Cloudflare View Service Privacy Policy

Country:
Type: server_cookie
Expires in: 30 minutes
Name: __tlbcpv
Purpose: Used to record unique visitor views of the consent banner.
Provider: .termly.io
Service: Termly
Country: United States
Type: http_cookie
Expires in: 1 year

4. Analytics and customisation cookies

These cookies collect information that is used either in aggregate form to help us understand how our website is being used or how effective our marketing campaigns are or, to help us customise our website for you.

Name: vuid
Purpose: Used by Vimeo player to check if certain features or preferences have been selected by the user on websites with embedded videos from Vimeo.
Provider: .vimeo.com
Service: Vimeo
Country:
Type: http_cookie
Expires in: 2 years

5. What about other tracking technologies, like web beacons?

Cookies are not the only way to recognise or track visitors to the website. We may use other, similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are tiny graphic files that contain a unique identifier that enables us to recognise when someone has visited our website or opened an email including them. This allows us, for example, to monitor the traffic patterns of users from one page within a website to another, to deliver or communicate with cookies, to understand whether you have come to the website from an online advertisement displayed on a third-party website, to improve site performance, and to measure the success of email marketing campaigns. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functioning.

6. Do you use Flash cookies or Local Shared Objects?

Websites may also use "Flash Cookies" (also known as Local Shared Objects or LSO's) to, among other things, collect and store information about your use of our services fraud prevention and for other site operations.

If you do not want Flash Cookies stored on your computer, you can adjust the settings of your Flash player to block Flash Cookies storage using the tools contained in the website storage settings panel. You can also control Flash Cookies by going to the Global Storage Settings Panel and following the instructions, how to prevent Flash LSOs from being placed on your computer without you being asked and how to block Flash Cookies that are not being delivered by the operator of the page that you are on at the time.

7.   Do you serve targeted advertising?

Third parties may serve cookies on your computer or mobile device to serve advertising through our website. These companies may use information about your visit to this and other websites to provide relevant advertisements about goods and services that you may be interested in. They may also employ technology that is used to measure the effectiveness of advertisements. This can be accomplished by them using cookies or web beacons to collect information about your visits to this and other sites to provide relevant advertisements about goods and services of potential interest to you. The information collected through this process does not enable us or them to identify your name, contact details or other details that directly identify you unless you choose to provide these.

8.   How often will you update this Cookie Policy?

We may update this Cookie Policy from time to time to reflect, for example, changes to the cookies we use or for other operational, legal, or regulatory purposes. Please therefore re-visit this Cookie Policy regularly to stay informed about our use of cookies and related technologies.