HSU HEALTH SCIENCES UNIVERSITY

Cookie Policy

1. Introduction

1.1. We encourage you to read this page carefully, as it outlines how and why HSU uses cookies on its website, how you can block or restrict cookie use and where you can find out more information.

2. What is a cookie?

2.1. A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added, and the cookie helps analyse web traffic or lets you know when you visit a particular site.

2.2. Cookies help analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

3. Why do we use cookies?

3.1. We use traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

3.2. Overall, cookies help us provide you with a better browsing experience by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

4. Further information on tracking technologies

4.1. We and our service providers (Facebook, Google, Bing, IDP Connect) use tags and tracking technologies to collect and analyse certain kinds of technical information for the purpose of understanding more about our website visitors and performance of our adverts and key pages. Information collected includes:

- IP Addresses
- Type of computer of mobile devise you are using
- Operating system version
- Mobile devise identifier
- Browser type
- Browser language
- Referring and exiting pages, URLS
- Platform type
- Number of clicks on a page
- Domain names
- Landing pages

- Pages viewed and order of those pages
- Amount of time spent on a page
- Date you downloaded document, visited a page, completed a form.

5.   Targeting/ Advertising

5.1.   Google Remarketing
We use Google Remarketing to show adverts that may be of interest to you, based on how you have interacted with our website and where you arrived from, example: if you have visited the website before, downloaded a prospectus, visited from a referral website.

In order to control the information Google uses to show you ads, please visit note that you can control this activity in Google Ads settings.
There are more ways to opt out of the way your share online behaviour, these are shared below. See: Third parties' section.

5.2.   Facebook Pixel
This pixel records information about the user's browsing session, which it sends to Facebook, along with a hashed version of the Facebook ID and the URL viewed, the purpose is to understand the success of adverts on Facebook, run by ourselves and our student recruitment partner IDP connect. It also helps us understand how people are interacting with our business from Facebook. The information is then used to help HSU, Facebook and advertising partners (IDP connect) run more relevant and effective ads.

The pixel/tiny piece of code has been incorporated into each of our web pages, this piece of code provides a series of functions for transmitting specific events and user-defined data to Facebook. No personal information is collected or contained in the pixels and cookies, this is only website user behaviour. In order to begin sharing pixel or offline event information with another business, HSU had to define our business' relationship with the IDP connect with Facebook to reaffirm our compliance in data sharing. More information on Facebook business tool terms and sharing a pixel can be found here: Facebook for business – improving transparency sharing facebook pixel.

6.   How to delete or block cookies

6.1.   When you browse our website, you will be given the option to choose whether to accept or reject the cookies. If you change your mind at any point, you will be able to change your selected option.

6.2.   Be aware that most web browsers automatically accept cookies, but you can usually modify your browser settings to delete or block cookies if you prefer.

6.3.   Please note that if you choose to delete or block cookies, the website may not function properly. Therefore, we recommend you allow cookies to get the best experience from our website. You can find information about cookies and how to manage them at allaboutcookies.org.

7.   Which cookies do we use?

7.1.   We use Google Analytics, Google Tag Manager, Facebook Pixels and CMS cookies to create reports on the performance of our website and patterns of use. These are listed below.

Facebook pixel code	The pixel base code tracks activity on the website, providing a baseline for measuring specific events.
__atuvs	Helps enable visitors to share content with networking and sharing platforms
__atuvc	Helps enable visitors to share content with networking and sharing platforms
__RequestVerificationToken	Used as a key to help eliminate Cross-Site Request Forgery attacks and is removed when the session ends
ASP.NET_SessionId	Many ASP.Net sites require this cookie to maintain the user journey throughout the site
_gat	Helps restrict the amount of data used by Google Analytics on high traffic sites
_gid	Used by Google Universal Analytics
_ga	Used by Google Universal Analytics for reporting on visitor hits
ARRAffinity	This cookie is set by websites run on the Windows Azure cloud platform. It is used for load balancing to make sure the visitor page requests are routed to the same server in any browsing session.

8. Third Parties

8.1. Our website may link through to third party websites that may also use cookies over which we have no control. We recommend that you check the privacy and cookies policies of those websites for information about the cookies they may use and the collection of personal data. We cannot accept any responsibility for any content contained in these third-party websites.

9. Contacting us

9.1. If you have any questions or comments about HSU cookie policy, please contact us by emailing marketing@aecc.ac.uk, dpo@aecc.ac.uk or by post at the address below:
Health Sciences University
Parkwood Campus
Parkwood Road
Bournemouth
BH5 2DF

Version:	6.0
Ratified by:	WMG
Originator/ Author:	Data Protection Officer
Reference Source:	HE Exemplars
Date approved:	June 2025
Effective from:	June 2025
Review date:	June 2028
Target:	Governors, staff, workers, students of HSU and anyone accessing HSU website
Policy location:	SharePoint, University website
Equality analysis	This policy has been developed with due regard to the University's equality duty.