



COOKIE POLICY



MARCH 2024

This Cookie Policy explains how Madeley School (referred to as "the School", "we", "us", or "our") uses cookies on our website. By using our website, you consent to the use of cookies as described in this policy.

What are Cookies?

Cookies are small pieces of data stored on your device (computer, tablet, smartphone) when you visit a website. They are commonly used to make websites work more efficiently and to provide information to website owners.

This Cookie Policy was last updated on 07-03-2024. If you want to find out more information about cookies, go to <http://www.allaboutcookies.org> or to find out about removing them from your browser, go to <http://www.allaboutcookies.org/manage-cookies/index.html>.

How We Use Cookies

Madeley School uses cookies for various purposes including but not limited to:

1. **Essential Cookies:** These cookies are necessary for the website to function properly. They enable core functionality such as page navigation and access to secure areas of the website. The website cannot function properly without these cookies.
2. **Performance Cookies:** These cookies help us understand how visitors interact with our website by collecting and reporting information anonymously. This information allows us to improve the performance of our website.
3. **Functionality Cookies:** These cookies enable the website to provide enhanced functionality and personalisation. They may be set by us or by third-party providers whose services we have added to our pages.
4. **Targeting Cookies:** These cookies may be set through our website by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant advertisements on other sites.

Your Cookie Choices

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser settings to decline cookies if you prefer. However, please note that declining cookies may prevent you from taking full advantage of the website's features.

Our Cookie List

Below is a list of the main cookies used on our website, their purpose, and their duration:

Google Analytics

Like many websites, we use Google Analytics to collect information about visitor behaviour, such as the number of visitors to the various parts of our website. We do this to compile reports that help us improve our site. Google Analytics stores information about what pages you visit, how long you are on the site, how you got here, what documents you download and what you click on. This analytics data is not tied to personally identifiable information (e.g. your name or address) so this information cannot be used to identify who you are.

Below is a description of the Google Analytics Cookies we may use on this site and what they are used for:

Name	Purpose	Expires
_utm.gif	Logs details about visitor's browser and computer	End of session
_utma	Used to distinguish users and sessions	2 years
_utmb	Used to determine new sessions/visits	30 mins
_utmc	Used to determine the duration of a visit	End of session
_utmv	Use to determine visitor behaviour during a session	End of session
_utmz	Stores the traffic source that explains how the user reached the site	6 months
_utmt	Used to throttle request rate	10 minutes
_utmt_masterTracker	Updates the total number of page visits in anonymous form	End of session
_ga	Used to distinguish users	2 years
_gid	Used to distinguish users	24 hours

You can find more detailed information about the Google Analytics Cookies we use at <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

You can find out more about Google's position on data privacy as regards to its analytics service, including information about the **Google Analytics opt-out browser add-on** in the Privacy Controls section at support.google.com/analytics/answer/6004245

For performance we use a load balancer to track which webserver to send a visitor to, the purpose is to improve performance whilst using the website.

Name	Purpose	Expires
DYNSTRV	Improve performance	Session

Third-Party Cookies

We may also use third-party services that may set cookies on our behalf to provide certain features or functionalities. These third-party services have their own privacy policies and cookie policies which may differ from ours. We encourage you to review their policies.

Changes to this Policy

We may update this Cookie Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. We encourage you to review this page periodically for the latest information on our cookie practices.

Contact Us

If you have any questions about our Cookie Policy, please contact us at office@madeley.set.org

Policy Review:

Signed by: (Principal)

Signed by: (Chair of Academy Council)

Date:

Next Review Date: March 2027