



# HYMERS COLLEGE

## **Hymers College Privacy Policy**

This Privacy Policy describes how your personal information is collected, used, and shared when you visit the Site.

### **Personal Information We Collect**

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically collected information as “Device Information.”

### **We collect Device Information using the following technologies:**

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.

We have reviewed all the cookies we use and have divided them into three categories:

- Essential
- Analytics and customisation
- Advertising or tracking

### **Essential**

These cookies are essential to enable you to move around the website and use its features, such as accessing secure areas of the website such as our contact page. Without these cookies, our website will not work properly.

### **Analytics and customisation**

Our analytics cookies collect information about how you use our website and help us improve how our website works. For instance, this could be the pages you visit most often and the error messages from those pages.

We use tools such as Google Analytics to help us better understand how our visitors navigate to and through our websites, how long visitors spend visiting our content items, how often they return to visit our websites and what demographic categories (age, gender, interests) they fall into.

### **Advertising or tracking**

We do not accept advertising from any other organisation on our websites. We do however advertise our organisation on our websites and you may see adverts for us elsewhere on the internet.

The cookies we use to present you with adverts may be based on the content you visit the most on our website, so we can let you know about what we think you will be interested in. The cookies show us where you saw the advert; help us measure the effectiveness of our advertising campaigns; and limit the number of times you see an advert.

### **Our Main Technology Partners**

We work with the following companies in maintaining and improving our website, getting a better understanding of visitor profiles and ultimately delivering a better experience. A brief description of what they do is found below. If you have any more questions, please get in touch with us.

Google, Google Analytics, Squarespace.

We work with Google to market our products and services on their Adwords platform. We record any completed transactions that have been referred by Adwords using cookies.

Facebook: [Privacy Policy](#)

We work with Facebook to market our institution on their platform. A pixel is placed on our site that both helps us track completed transactions or site interactions that have been referred from Facebook.

In addition, we use Google's remarketing technology to advertise online via their Adwords search platform. In doing so, Google will place or read a unique ad-serving cookie on your computer and will use non-personal information about your browser and your activity on our sites to serve ads on their content and search advertising networks. For more information about remarketing or to opt-out of the Google remarketing cookies please [click here](#)

### **User communications**

When you send email or other communications to us, we may retain the communications in order to process your enquiries, respond to your requests and improve our services.

You should also be aware that, when you voluntarily disclose personal information in discussion groups, information may be collected by others and may result in unsolicited messages from others.

### **Use of information**

We use the information collected for the following purposes:

- Tailoring the website to user needs and improving our service
- Generating data and reports about usage of the website and its content
- Identifying how much of our audience comes from within the Hymers Network
- Supporting the functioning and security of the website
- Protecting our rights and safety and the rights and safety of others
- Research

We may evaluate site usage by collecting statistics about the behavior of visitors to this website and analysing user information and demographics, but only to generate aggregate statistical reports. For this purpose, we may use third-party services to collect such information. We may display this statistical information publicly or provide it to others.

At no time do we disclose site usage by individual visitors or by IP addresses.

We may provide your personal information to third parties when we believe that doing so is necessary or appropriate to: satisfy any applicable law, regulation, legal process or governmental request; investigate compliance with or enforce our Terms of Use; detect, prevent or otherwise address fraud, security or technical issues; or protect our rights and safety and the rights and safety of our users or others.

### **Changes**

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

### **Contact Us**

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by email at [DCO@hymers.org](mailto:DCO@hymers.org) or by post using the details provided below:

Hymers College, Hymers Avenue, Hull, HU3 1LW