Cookie Policy

Website Use of Data and Cookies Statement

How we collect information from you

On our website wmc.ac.uk, we collect information from you for the following purposes. Please see our Privacy Notice to see how personal information you provide is dealt with.

Enquiries
When you complete an online enquiry form, we ask you to provide us with information including your name, date of birth, contact details and details of your enquiry.

Live chat
When you use the live chat facility, we collect details of your name, email and phone and the type of your enquiry.

Course applications
When you apply for a course, we ask you for your personal information, contact details, course details, your qualifications and employment history.

Event registrations
When you register for one of our events online we will ask you to provide us with information including your name, contact details, subjects you are interested in studying at and school/college currently attending. This data is collected to ensure we can provide you with an effective event with relevant advice and information that you may need to study with us. This data will be held for a maximum of three years.

Cookies on wmc.ac.uk
Cookies are files saved on your phone, tablet or computer when you visit a website. We use cookies to store information about how you use the wmc.ac.uk website, such as the pages you visit.

Cookie settings
We use four types of cookie. You can choose which cookies you're happy for us to use.

1. Cookies that measure website use
We use Google Analytics to measure how you use the website so we can improve it, based on user needs. We do not allow Google to use or share the data about how you use this site.

Google Analytics sets cookies that store anonymised information about:

how you got to the site
the pages you visit on wmc.ac.uk, and how long you spend on each page
what you click on while you're visiting the site
the search terms you used

2. Cookies that help with our communications and marketing
These cookies may be set by third party websites and do things like measure how you view YouTube videos that are on wmc.ac.uk.

3. Cookies that remember your settings
These cookies do things like remember your preferences and the choices you make, to personalise your experience of using the site.
4. Strictly necessary cookies
These essential cookies do things like remember your progress through a form (for example an online course application). They always need to be on.

Read on to find out more about the cookies we use, what they’re for and when they expire.

Cookies that measure website use
We use Google Analytics software (Universal Analytics) to collect anonymised information about how you use wmc.ac.uk. We do this to help make sure the site is meeting the needs of its users and to help us make improvements to the site. We do not allow Google to use or share the data about how you use this site.

Google Analytics sets the following cookies.

<table>
<thead>
<tr>
<th>Name</th>
<th>Purpose</th>
<th>Expires</th>
</tr>
</thead>
<tbody>
<tr>
<td>_ga</td>
<td>These help us count how many people visit wmc.ac.uk by tracking if you’ve visited before</td>
<td>2 years</td>
</tr>
<tr>
<td>_gid</td>
<td>These help us count how many people visit wmc.ac.uk by tracking if you’ve visited before</td>
<td>24 hours</td>
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</tbody>
</table>

Cookies that help with our communications and marketing
Some wmc.ac.uk pages may contain content from other sites, like YouTube, which may set their own cookies. These sites are sometimes called ‘third party’ services. This tells us how many people are seeing the content and whether it’s useful.

In addition, if you share a link to a wmc.ac.uk page, the service you share it on (for example, Facebook) may set a cookie. We have no control over cookies set on other websites - you can turn them off, but not through us.

YouTube videos
We use YouTube to show videos on some wmc.ac.uk pages. YouTube sets cookies when you visit one of these pages.

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<tr>
<th>Name</th>
<th>Purpose</th>
<th>Expires</th>
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</thead>
<tbody>
<tr>
<td>_use_hitbox</td>
<td>This is a randomly generated number that identifies your browser</td>
<td>When you close your browser</td>
</tr>
<tr>
<td>VISITOR_INFO1_LIVE</td>
<td>Lets YouTube count the views of embedded YouTube videos</td>
<td>9 months</td>
</tr>
</tbody>
</table>

Cookies that remember your settings
These cookies do things like remember your preferences and the choices you make, to personalise your experience of using wmc.ac.uk.
**Cookies message**
You may see a banner when you visit wmc.ac.uk inviting you to accept cookies or review your settings. We’ll set cookies so that your computer knows you’ve seen it and not to show it again, and also to store your settings.

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<thead>
<tr>
<th>Name</th>
<th>Purpose</th>
<th>Expires</th>
</tr>
</thead>
<tbody>
<tr>
<td>cookieconsent_status</td>
<td>Saves your cookie consent settings and lets us know that you've saved your cookie consent settings</td>
<td>1 year</td>
</tr>
<tr>
<td>_fbp</td>
<td>Lets us track conversions from Facebook to our website</td>
<td>3 months</td>
</tr>
<tr>
<td>_gat_gtag_UA_4585758_1</td>
<td>Lets us measure clicks through to our website when using Google Tag Manager</td>
<td>When you close your browser</td>
</tr>
<tr>
<td>TawkConnectionTime</td>
<td>We use Tawk for online Live Chat</td>
<td>When you close your browser</td>
</tr>
</tbody>
</table>

**Comparing different versions of a webpage**
Cookies are small pieces of information that a website can store in your web browser to record and recall information about your visit; cookies stored by your web browser help us to recognise you if you return to our website at a later stage. Our cookies store only information about your website usage and preferences; we do not store any personal data such as your name or email address. Cookies are safe, secure and do not contain any sensitive information.

**Third party cookies**
We sometimes embed video content from websites such as YouTube. Webpages with this embedded content may set cookies from these websites. Wirral Met College does not control the transmission of these cookies and cannot block cookies from those websites. You should therefore check the relevant third party website for more information on their cookie policy and/or privacy policy.

**How to control or block cookies**
Should you wish to control or block cookies, you can do this through your browser settings. Please be aware that controlling or blocking cookies may impact the functionality of this website. The ‘Help’ function within your browser should tell you how. Alternatively, you can visit www.aboutcookies.org which contains comprehensive information on how to control or delete cookies on a wide variety of browsers.

**Change your settings**
You can change which cookies you’re happy for us to use.

**Related content elsewhere on the web**
- [Information Commissioner’s Office: cookies](opens in new window)

If you have any concerns about your privacy, please contact us.

*Last updated: 4 November 2020*