

## University of Chichester Cookies

### Bing

Cookie Name	Domain	Cookie Purpose
SRCHUSR	.bing.com	This is a Microsoft MSN 1st party cookie that ensures the proper functioning of the website. <b>Expiry:</b> Two years
SRCHUID	.bing.com	
SRCHD	.bing.com	
MUID	.bing.com	This cookie is widely used by Microsoft as a unique user identifier. It can be set by embedded Microsoft scripts. Widely believed to sync across many different Microsoft domains, allowing user tracking. <b>Expiry:</b> One year
MUIDB	bat.bing.com	This cookie carries information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website. <b>Expiry:</b> One year

**chi.ac.uk**

Cookies are used by the University to collect information for the purposes of managing and improving the services the University provides, establishing browsing actions and patterns and preparing customised pages.

<b>Cookie Name</b>	<b>Domain</b>	<b>Cookie Purpose</b>
_fbp	.chi.ac.uk	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers. <b>Expiry:</b> Three months
_gid	.chi.ac.uk	This cookie name is associated with Google Universal Analytics. It stores and updates a unique value for each page visited. <b>Expiry:</b> The cookies expiration date varies, some expire after the session ends, others after two years.
_gcl_au	.chi.ac.uk	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services. <b>Expiry:</b> Three months
_dc_gtm_UA-2726373-16	.chi.ac.uk	This cookie is associated with sites using Google Tag Manager to load other scripts and code into a page. Where it is used it may be regarded as Strictly Necessary as without it, other scripts may not function correctly. The end of the name is a unique number which is also an identifier for an associated Google Analytics account. <b>Expiry:</b> The cookies expiration date varies, some expire after the session ends, others after two years.
_ga	.chi.ac.uk	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports. By default it is set to expire after 2 years, although this is customisable by website owners. <b>Expiry:</b> The cookies expiration date varies, some expire after the session ends, others after two years.

Drupal.toolbar.collapsed	www.chi.ac.uk	Admin user only -for the maintenance of the website.
access	www.chi.ac.uk	Admin user only -for the maintenance of the website.
has_js	www.chi.ac.uk	Admin user only -for the maintenance of the website. Most commonly associated with the Drupal content management system. Drupal uses this cookie to indicate whether or not the visitor's browser has JavaScript enabled.
cookie-agreed	www.chi.ac.uk	This cookie keeps track of if the end user agreed to use cookies on this site.
Drupal.tableDrag.showWeight	www.chi.ac.uk	Admin user only -for the maintenance of the website.

### DoubleClick and Third-Party Remarketing

We use of third-party vendor's cookies including Google DoubleClick and Facebook to measure the performance of our online marketing campaigns and to serve ads based on your past visits to this website.

This allows us to reach people who previously visited the University of Chichester website and match the right visitors with the right message.

Cookie Name	Domain	Cookie Purpose
permutive-session	.doubleclick.net	A generic technical cookie used for storing user session identifier on websites. <b>Expiry:</b> 20 months
permutive-id	.doubleclick.net	A generic technical cookie used for storing user session identifier on websites. <b>Expiry:</b> 20 months
IDE	.doubleclick.net	This cookie carries information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website. <b>Expiry:</b> Two years

## Facebook

Some of our sites use a simple button/icon which will take you through to their corresponding Facebook page. These do not set cookies. However, our site does utilise Facebook features (such as the 'Like' button) and the Facebook pixel, which will store information if and when you interact with them. Facebook will store and use information such as IP address, approximate location, browser type, the URL visited, whether logged into Facebook, and Facebook user ID. Visit [Facebook and privacy](#) for more details.

Cookie Name	Domain	Cookie Purpose
fr	.facebook.com	Facebook tracks opted-out Facebook users with a cookie for advertising purposes. <b>Expiry:</b> approximately 3 months from creation time
xs	.facebook.com	Contains information three pieces of information. The first value is an up to two-digit number representing the session number. The second portion of the value is a session secret. The third, optional component is a ' <b>secure</b> ' flag for if the user has enabled the secure browsing feature. <b>Expiry:</b> approximately in 3 months from creation date if 'Remember Me' option is ticked/when the browsing session ends.
sb	.facebook.com	Persistent cookie <b>Expiry:</b> Two years from creation time
datr	.facebook.com	A long-term, uniquely identifying cookie tracking visits to Facebook and Facebook owned third-party sites. <b>Expiry:</b> Two years
c_user	.facebook.com	Contains the user ID of logged in user. Expiry depends on the status of 'keep me logged in' checkbox. <b>Expiry:</b> approximately in 3 months from creation date if 'Remember Me' option is ticked/when the browsing session ends.

## Google

Most web pages contain a Google Analytics tracking code to record anonymous information about the date and time of your visit, the type of browser used, approximate geographic location and the URL of any page that led to University of Chichester's web site. That information is aggregated and used by University of Chichester to identify usage trends on our site and to make decisions about which content or presentation styles are most effective.

Find information about opting out of browsing behaviour being shared with Google Analytics by visiting [Google Analytics Opt-out Browser Add-on](#)

Cookie Name	Domain	Cookie Purpose
SAPISID	.google.co.uk	This DoubleClick cookie is generally set through the site by advertising partners, and used by them to build a profile of the website visitor's interests and show relevant ads on other sites. This cookie works by uniquely identifying your browser and device. <b>Expiry:</b> The cookies expiration date varies, some expire after the session ends, others after twenty years.
APISID	.google.co.uk	This DoubleClick cookie is generally set through the site by advertising partners, and used by them to build a profile of the website visitor's interests and show relevant ads on other sites. This cookie works by uniquely identifying your browser and device. <b>Expiry:</b> The cookies expiration date varies, some expire after the session ends, others after twenty years.
SSID	.google.co.uk	This cookie carries information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website. <b>Expiry:</b> The cookies expiration date varies, some expire after the session ends, others after twenty years.
SID	.google.co.uk	This is a very common cookie name but where it is found as a session cookie it is likely to be used as for session state management. <b>Expiry:</b> The cookies expiration date varies, some expire after the session ends, others after twenty years.
ANID	.google.co.uk	This cookie carries information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website. <b>Expiry:</b> Two years
CONSENT	.google.co.uk	This cookie carries information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website. <b>Expiry:</b> The cookies expiration date varies, some expire after the session ends, others after twenty years.

NID	.google.co.uk	This cookie is set by DoubleClick (which is owned by Google) to help build a profile of your interests and show you relevant ads on other sites.
HSID	.google.co.uk	This cookie is set by DoubleClick (which is owned by Google) to build a profile of the website visitor's interests and show relevant ads on other sites. <b>Expiry:</b> The cookies expiration date varies, some expire after the session ends, others after twenty years.
SID	.google.com	This is a very common cookie name but where it is found as a session cookie it is likely to be used as for session state management. <b>Expiry:</b> The cookies expiration date varies, some expire after the session ends, others after twenty years.
UULE	www.google.com	The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited. <b>Expiry:</b> The cookies expiration date varies, some expire after the session ends, others after twenty years.

### Google Maps

We have embedded Google Maps in some of our pages. Google may use cookies here to store user preferences or the last location selected. Cookies are set to expire between 6 months and two years. For more information about Google's privacy policies, visit [Google's privacy policies page](#)

### Twitter

Twitter uses cookies and other similar technologies, such as pixels or local storage, to measure the effectiveness of advertisements and provide personalised content. We use Twitter buttons on some of our pages to link through to the corresponding Twitter feed and the cookies are used to measure how effective these buttons are and how you might get to Twitter.

### Instagram

Some of our pages feature links to Instagram accounts. Instagram uses cookies to understand how you interact with the site, help with preferences and uses the information to provide marketing relevant to your interests.

### YouTube

YouTube uses cookies to build video statistics, prevent fraud, and improve the site experience. For more information about Google's privacy policies, visit [Google policies and privacy page](#)