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## **General Policy Statement GPS6**

### **University Website Privacy Policy**

At several points on our University websites you can submit personal information. The information that you give us will be treated in accordance with the Data Protection Act 1998 (the 1998 Act).

The University websites carry a range of information, some of which is already publicly available in other formats as well as other items specific to our websites, examples of this are: organisational structures, membership and responsibilities of governing bodies and committees, staff contacts list, lists of students to whom awards have been made or are likely to be made by the University.

Wherever necessary, permissions have been sought before publication of material. Information that is already publicly available is exempt from the 1998 Act. It is the policy of Middlesex University to make public as much information about the University as possible.

#### **Images**

The images on our websites are either covered by our own copyright or, where the copyright holder is another person or organisation, have been specifically cleared for our use by the owner. When we take pictures of individuals on University grounds and involved in University activities for publication on our websites or in other media, and the individuals are clearly identifiable, we seek written consent from the individual concerned for the use of their image in University materials. If you are in an image on our websites and have not consented to its use and would prefer it to be removed, please contact the Student Engagement Marketing team by emailing [unihub@mdx.ac.uk](mailto:unihub@mdx.ac.uk).

#### **Cookies**

Our websites use cookies which are pieces of information that a website transfers to the cookie file on your computer's hard disk. Cookies help you navigate around the site and (where appropriate) enable us to tailor the content to fit your needs.

We use Session Cookies, which are temporary cookies that remain in the cookie file of your computer until you close your browser, at which point they are normally deleted. Cookies are not executable code and therefore cannot look into your computer and obtain information about you or your family or read any material kept on your hard drive and, unless you have logged onto an authenticated page, cookies cannot be used to identify who you are. Session Cookies cannot be used by anyone else who has access to the computer to find out anything about you, other than the fact that someone using the computer has visited a certain website.

Cookies will not be used to contact you for marketing purposes other than by means of advertisements offered within our websites.

Cookies may be used to record details of pages relating to particular products and services

that you have visited on our websites, this is to provide us with generic usage statistics to allow us to improve our website and to provide you with information that may interest you.

In order to develop our websites in line with customer needs we use Google Analytics and Webtrends to track usage. Both these products provide us with statistics to show which pages are visited most frequently and how long visitors spend on this site. Google Analytics and Webtrends use cookies to track the number of unique users of this site. None of the information can be traced to an individual - we do not know who you are as a unique user, merely that there are a certain number of people using any given website. The cookie only relates to what goes on in a website and the information cannot be used for marketing on an individual basis.

The web browsers of most computers are initially set up to accept cookies. If you prefer, you can set your web browser to disable cookies or to inform you when a website is attempting to add a cookie. You can also delete cookies that have previously been added to your computer's cookie file.

Please visit [All About Cookies](#) to discover how to disable and delete cookies.

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