



Highfield Priory  
Independent Day School and  
Nursery

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## Online Cookie and Analytics Policy

### About This Policy

This policy forms part of, and should be read alongside, the school's Privacy Notice. By continuing to browse the site, you are agreeing to our use of cookies as described below.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer. Cookies contain information that is transferred to your computer's hard drive.

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies), you may not be able to access all or parts of our site.

Highfield Priory School uses business tools embedded within Facebook and Google to advertise and celebrate school successes throughout the year.

For a more detailed description of these processes, please go to <https://www.facebook.com/business> and [https://ads.google.com/intl/en\\_uk/home/](https://ads.google.com/intl/en_uk/home/)

### We use the following cookies:

GOOGLE ANALYTICS

By using our site, you consent to the processing of data about you by us and Google in the manner and for the purposes set out below.

We use Google Analytics, a web analytics service provided by Google, Inc. Google Analytics sets a cookie in order to evaluate visitors' use of our site.

For a detailed description about how data collected through the use of Google Analytics is used, please go to [google.co.uk/intl/en\\_uk/analytics/privacyoverview.html](https://google.co.uk/intl/en_uk/analytics/privacyoverview.html)

Google Analytics gives us control over what data we allow Google to use. We have allowed Google to use data collected through our site including visits, average session time, bounce rate and goal conversion rate.

Google stores the information collected by the cookie on servers in the United States. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf.

The Finance and General Purposes Committee is responsible for this policy.

Date Last Reviewed: March 2019

Next Review Date: September 2019

### Authority

The Full Board of Governors, by delegation to sub-committees, is responsible for formulating the policies and procedures that will ensure the school continue to achieve the aims of the overall school strategy. Hence, each sub-committee has Terms of Reference and assigned responsibility for policies

within that scope. The Sub-committees are: Finance and General Purpose, Health and Safety, Safeguarding, Education and Marketing.