



Horningsham Primary School

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Cookie Policy

Introduction

At Horningsham Primary School we may use cookies, web beacons, tracking pixels, and other tracking technologies when you visit our website <https://www.horningsham.wilts.sch.uk>, including any other media form, media channel, mobile website, or mobile application related or connected there to (collectively, the "Site") to help customise the Site and improve your experience.

We reserve the right to make changes to this Cookie Policy at any time and for any reason. We will alert you about any changes by updating the "Last Updated" date of this Cookie Policy. Any changes or modifications will be effective immediately upon posting the updated Cookie Policy on the Site.

You should periodically review this Cookie Policy to stay informed of updates.

Cookie Banner

Our site uses a cookie banner, a cookie banner is a pop-up or banner that appears on a website to inform users that the website uses cookies to collect data about their browsing behaviour. The purpose of a cookie banner is to provide transparency and control to users over the use of their data by websites.

The General Data Protection Regulation (GDPR) and the ePrivacy Directive require websites to obtain the explicit consent of users before collecting their personal data through cookies or other tracking technologies. Therefore, cookie banners are used to inform users about the types of cookies used by the website and, where relevant, to ask for their consent to store and use the cookies.

Cookie banners typically provide information about the types of cookies used, the purposes for which they are used, and the third parties with whom the data is shared. They also provide options for users to accept or reject cookies, or to manage their cookie preferences.

Use of Cookies

A "cookie" is a string of information which assigns you a unique identifier that we store on your computer. Your browser then provides that unique identifier to use each time you submit a query to the Site. We use cookies on the Site to, among other things, keep track of services you have used, record registration information, record your user preferences, keep you logged into the Site, facilitate purchase procedures, and track the pages you visit. Cookies help us understand how the Site is being used and improve your user experience.

Types of Cookies

There are three types of website cookies:

First-party cookies: These are cookies that are created by the website that the user is visiting. They are used to remember user preferences, login information, and other details that enhance the user's experience on the site. For example, if a user selects "remember me" when logging into a website, a first-party cookie will be created to remember their login information.

Second-party cookies: These are cookies that are created by a website that is different from the one that the user is currently visiting. They are usually created by a partner website or an advertiser that has a relationship with the website the user is visiting. Second-party cookies are used to track user behaviour and deliver targeted advertising. For example, if a user visits a website that sells shoes, a partner website that sells socks might create a second-party cookie to track the user's behaviour and show them targeted ads for socks.

Third-party cookies: These are cookies that are created by a website that the user is not directly interacting with. They are usually created by advertisers or tracking companies that want to monitor user behaviour across multiple websites. Third-party cookies are often used for targeted advertising and tracking user behaviour. They can be used to create a user profile based on their browsing history, which can be sold to advertisers. Some web browsers allow users to block third-party cookies to protect their privacy.

Our Cookies

Our cookies are “first-party cookies” and can be either permanent or temporary. These are necessary cookies, without which the Site won't work properly or be able to provide certain features and functionalities. Some of these may be manually disabled in your browser, but may affect the functionality of the Site.

Personalisation Cookies

Personalisation cookies are used to recognise repeat visitors to the Site. We use these cookies to record your browsing history, the pages you have visited, and your settings and preferences each time you visit the Site.

Security Cookies

Security cookies help identify and prevent security risks. We use these cookies to authenticate users and protect user data from unauthorised parties.

Site Management Cookies

Site management cookies are used to maintain your identity or session on the Site so that you are not logged off unexpectedly, and any information you enter is retained from page to page. These cookies cannot be turned off individually, but you can disable all cookies in your browser.

Control of Cookies

Most browsers are set to accept cookies by default. However, you can remove or reject cookies in your browser's settings. Please be aware that such action could affect the availability and functionality of the Site.

For more information on how to control cookies, check your browser or device's settings for how you can control or reject cookies, or visit the following links:

[Apple Safari](#)

[Google Chrome](#)

[Microsoft Edge](#)

[Microsoft Internet Explorer](#)

[Mozilla Firefox](#)

In addition, you may opt-out of some third-party cookies through the Network Advertising Initiative's Opt-Out Tool.

Other Tracking Technologies

In addition to cookies, we may use web beacons, pixel tags, and other tracking technologies on the Site to help customize the Site and improve your experience. A “web beacon” or “pixel tag” is tiny object or image embedded in a web page or email. They are used to track the number of users who have visited particular pages and viewed emails, and acquire other statistical data. They collect only a limited set of data, such as a cookie number, time and date of page or email view, and a description of the page or email on which they reside. Web beacons and pixel tags cannot be declined. However, you can limit their use by controlling the cookies that interact with them.

Privacy Policy

For more information about how we use information collected by cookies and other tracking technologies, please refer to our Privacy Policy. This Cookie Policy is part of and is incorporated into our Privacy Policy. By using the Site, you agree to be bound by this Cookie Policy and our Privacy Policy.

Contact us

If you have questions or comments about this Cookie Policy, please contact us at:

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