

COOKIE POLICY

**COVERING BOTH SCHOOLS
INCLUDING EYFS AND BOARDING**

Governors' Committee normally reviewing:	Governance Committee
Date last formally approved by the Governors:	Summer Term 2021
Date policy became effective:	Summer Term 2021

Period of Review:	2 Yearly
Next Review Date:	Summer Term 2023

Person responsible for implementation and monitoring:	Marketing Manager Compliance Manager
Other relevant policies:	Data Protection Policy Privacy Notices

The following Policy encompasses the Aims and Ethos of the Preparatory School and the Senior School

**Mr Simon James
Head, Preparatory School**

**Mr Chris Townsend
Head, Senior School**

[Aims and Ethos](#)

SAFEGUARDING STATEMENT

Felsted is committed to maintaining a safe and secure environment for all pupils and a 'culture of vigilance' to safeguard and protect all in its care, and to all aspects of its 'Safeguarding (Child Protection and Staff Behaviour) Policy'.

EQUAL OPPORTUNITIES STATEMENT

The aims of the School and the principles of excellent pastoral care will be applied to all children irrespective of their race, sex, disability, religion or belief, sexual orientation, gender reassignment or pregnancy or maternity; equally these characteristics will be recognised and respected, and the School will aim to provide a positive culture of tolerance, equality and mutual respect.

Cookie Policy

This policy sets out how we will process information collected via the use of our website.

Our [Privacy Notices](#) provide more information about how the School may collect, process and store personal data, our lawful basis to do so and your privacy rights.

(1) What information do we collect when using our website?

We may collect, store and use the following kinds of personal data:

- information about your computer and about your visits to and use of this website, such as your IP address, geographical location, browser type, referral source, length of visit and number of page views;
- information relating to any transactions carried out between you and us on or in relation to this website;
- information that you provide to us for the purpose of registering with us using any of our online forms;
- information that you provide to us for the purpose of subscribing to our website services, email notifications and/or newsletters;
- any other information that you choose to send to us via our website.

(2) Cookies

We use cookies on this website. A cookie is a text file sent by a web server to a web browser, and stored by the browser. The text file is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.

We may send a cookie which may be stored on by your browser on your computer's hard drive.

We may use the information we obtain from the cookie in the administration of this website, to improve the website's usability and for marketing purposes. We may also use that information to recognise your computer when you visit our website, and to personalise our website for you.

When you first visit our website we will offer you the option to decline or accept the cookies on this website. You can also change your cookie preference consent with us at any time by adjusting the settings in your browser

Most browsers also allow you to refuse to accept cookies. (For example, in Google Chrome you can refuse all cookies by clicking "Settings", "Privacy & Security", then adjust the settings in the 'Cookie & other site data' section.)

This will, however, have a negative impact upon the usability of many websites, including this one.

We use Google Analytics to analyse the use of this website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website. Google will store this information. Google's privacy policy is available at: <http://www.google.com/privacypolicy.html>. To find out how Google Analytics uses cookies please visit:

<https://developers.google.com/analytics/resources/concepts/gaConceptsCookies>

Social Media

Social media platforms are used by both individuals and organisations or different brands. Felsted is active on social media, for example Facebook and Instagram, and uses the

platforms to communicate to supporters through both unpaid and paid posts. We use cookies and similar technologies (also known as tags/pixels/beacons/floodlights) to personalise content and digital advertising, provide social media features and analyse traffic.

(3) Using your personal data

Personal data submitted on this website will be used for the purposes specified in our [Privacy Notices](#) or in relevant parts of the website.

We may also use your personal information to:

- administer the website;
- improve your browsing experience by personalising the website;
- enable your use of the services available on the website;
- send to you our newsletter and other marketing communications relating to our business which we think may be of interest to you by post or, where you have specifically agreed to this, by email or similar technology. You can inform us at any time if you no longer require marketing communications to be sent by emailing us at marketing@felsted.org.
- analyse statistical information about our users, but this information will not be used to identify any individual user;
- deal with enquiries and complaints made by or about you relating to the website

(4) Other disclosures

In addition to the disclosures reasonably necessary for the purposes identified elsewhere in this policy, we may disclose information about you:

- to the extent that we are required to do so by law;
- in connection with any legal proceedings or prospective legal proceedings;
- in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk); and
- as part of our cyber security monitoring we share the Metadata of all traffic deemed to be suspicious with the Police for law enforcement purposes. The Data Controller with whom your data is shared is Essex Police. This Metadata relating to the network traffic does not contain any information relating to the contents of the traffic, merely the destination, originating IP address and the 'packet header' of the request. In order to comply with a subject access request in relation to this processing and to be able to advise you as to whether your data has been shared and with whom, we will need you to share with us the IP address used to access our network and the date time including time zone of the access. If you have a dynamically allocated IP address, as is likely for home users, we would need to know the IP address(es) allocated to you for the period you are enquiring about. This information may be obtained from your Internet Service Provider.

(5) Policy amendments

We may update this policy from time-to-time by posting a new version on our website. If we make any changes to our use cookies we will ask for your consent again on your next visit to our website.

(6) Third party websites

The website contains links to other websites. We are not responsible for the privacy policies or practices of third party websites.

(7) Updating information

Please let us know if the personal information which we hold about you needs to be corrected or updated.

(8) Contact

If you have any questions about this policy or our treatment of your personal data, please write to us by email to info@felsted.org or by post to Marketing Department, Felsted School, Felsted, Essex CM6 3LL.

March 2021