
drb Ignite Multi Academy Trust

COOKIE POLICY

Trust Vision

The Trust has been established through a shared belief that lives can be transformed by what goes on in schools. We believe that the process of teaching and learning shapes futures. To this end our vision is to provide every child with learning experiences that excite them and give them the power to begin to shape their own lives.

Vision

all pupils achieve the highest standard of educational outcomes regardless of circumstances or background.

Background

The following information describes the cookies the Trust may use on its websites and what the Trust uses them for.

As a provider of education services and information the Trust wants to make the use of its sites as easy, useful and reliable as possible. Where services are delivered on the internet, this sometimes involves placing small amounts of information on an individual's device e.g. on their computer or mobile phone. This includes small files known as cookies. Cookies cannot be used to identify an individual personally.

These pieces of information are used to improve the user experience and service through:

- enabling a service to recognise or accept a device so the individual does not have to give the same information several times during one task
- recognising or accepting that the individual may already have given a username and password so does not need to do it for every web page requested
- measuring how many people are using its services, so the Trust can make them easier to use and there is enough capacity to ensure services can be received quickly.

For note: Cookies do not contain any personal information about an individual and cannot be used to identify an individual user.

Implied consent

Currently the Trust and its schools operate an *implied consent* policy which means that it assumes individuals are happy with the approach to the use of cookies. If an individual is not happy, they have the following options available to them:

- to not use the particular site

- to delete the cookies having visited the site
- to browse the site using their browser's anonymous usage setting (called *Incognito* in Chrome, *InPrivate* for Internet Explorer, *Private Browsing* in Firefox and Safari)

Google Analytics

The Trust uses *Google Analytics* to collect information about visitor behaviour on both the Trust and school websites. *Google Analytics* stores information about what pages are visited, for how long, how individuals accessed the site and what they clicked on. This analytics data is collected via a *JavaScript* tag in the pages of websites and is not tied to personally identifiable information. The Trust does not collect or store personal information e.g. names and addresses so information cannot be used to identify who individuals are. More information about Google's position on privacy regarding its analytics service can be found [here](#).

Social media


The Trust uses third-party plug-ins for some of the social media functionality on the Trust and school websites. These third-party services may use cookies and although the Trust has chosen to use these plug-ins, it does not have control over cookies that may be set by these services. These cookies may also vary depending on whether individuals are logged in to any of the social media services below whilst browsing the Trust or school websites.

- **Facebook**
The Trust and its schools may use the *Like* and *Share* buttons, provided by Facebook, on some pages, including news stories and job vacancies. These are used to let visitors easily share pages or articles with friends and colleagues via Facebook. The *Facebook Privacy Policy* can be viewed [here](#).
- **Twitter**
The Trust and its schools may use the *Tweet* button, provided by Twitter, on some pages, including news stories and job vacancies. The Trust and its schools use this to let visitors easily share pages or articles with friends and colleagues via Twitter. The *Twitter Privacy Policy* can be viewed [here](#).
- **YouTube**
Some pages on the Trust and its schools sites may contain embedded *YouTube videos*. *YouTube* is owned by Google. The *Google Privacy Policy* can be viewed [here](#).

Online forms

To manage and help to prevent spam, the Trust and its schools limit the number of messages that can be sent per week via online forms. If an individual sends us a message in this way, the individual's computer IP address is stored for no more than seven days, after which it is automatically removed from the Trust system. No personal information is stored.

Monitor and review

Monitoring and review	DPO IT Team
Staff responsible	DPO IT Team Headteachers
Committee responsible	Audit and Risk Sub Committee
Date approved	November 2021
Next review	November 2023
Sign off by Chair of Trust	 Date: November 2021

*Please note that should there be any changes/further national guidance issued relevant to this policy, it will be updated accordingly prior to the review date shown above and referred to the next Trust Board meeting.

Change management

Issue	Change	Change description:
1.0	Aug'18	Initial release
2.0	Sept'18	Rebranded
2.0	Nov'18	Signed off and released
3.0	Nov'21	Reviewed