



# UNIVERSITY OF HULL

## **Privacy Policy**

### **Website Disclaimer**

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### **Online privacy practices**

Your right to privacy is important to us.

We are keen to strike a fair balance between your personal privacy and ensuring you obtain full value from the internet and other products and services we may be able to market to you.

We are fully registered under the Data Protection Act 1998 and ensure we comply with all protection the Act affords to you.

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Cookies are small pieces of information that are stored on your hard drive to allow the University of Hull to recognise you when you visit. They can remember your preferences by gathering and storing information. They do not identify you as an individual user, just the computer used. Cookies cannot be used to run programs or create viruses on your computer. It does not give the University access to your computer.

### **Why do we use them?**

We may use cookies to improve or personalise your online experience of our websites. For example we use Google Analytics to enable us to identify which pages you find useful and which you do not. This allows us to improve our navigation so you can find things easier in future.

### **If you don't want to receive cookies**

If you would prefer not to receive cookies while browsing our site, you can set your browser so that it will not download cookies onto your computer. Doing so will still allow you to navigate through the majority of our site but possibly not all of it.

To find out more information about cookies, visit: [www.allaboutcookies.org](http://www.allaboutcookies.org)  
How we use Cookies

### **Google Analytics**

This website uses Google Analytics, a web analytics service provided by Google, Inc.. Google Analytics uses 'cookies', which are text files placed on your computer. Google Analytics allows the university to look at how visitors are using the site with the aim of improving visitor's experience.

### **Subscription**

In some areas of our website, we ask you to provide information that will enable us to enhance your site visit or reply to you after your visit. This would include where you subscribe to our online newsletters or provide feedback to us through contact form or when you submit an event enquiry. When you do so, we ask you to give us your name, email address and other personal information that will be needed to supply the services to you. This information is stored indefinitely on our CRM but is archived securely. In relation to online newsletters you can 'unsubscribe' at any time. We also ask you to consent to us using your personal data for future email mailings, support, notification of new products or new versions, general correspondence regarding the products and correspondence which may relate to you. If you would rather not receive future marketing emails from us please inform us by email. Such use is strictly in accordance with the Data Protection Act 1998 and the Privacy and Electronic Communications (EC Directive) Regulations 2003. Every email from us comes with an easy to use unsubscribe instruction and you can be removed from our lists at any time, although this can take up to 30 days to effect. Your details will never be sent to any third party or group company of ours and we will only market to you the

same kind of goods and services you purchased from us or made an enquiry to us about.

The information you provide will be kept confidential and will be used only to support your relationship with us. We do not disclose or sell your information outside the University except if we sell the whole or part of our business.

Further information on data protection and personal privacy

For further information from us on data protection and privacy contact:

The Data Protection Officer,  
The University of Hull,  
Cottingham Road,  
Hull,  
HU6 7RX

[Data.Protection@hull.ac.uk](mailto:Data.Protection@hull.ac.uk)

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