**Website Privacy Statement**

February 2021



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**A website privacy statement/notice explains what information you collect from visitors to your website. If you collect any sort of data at all then you will need to publish a website privacy notice or statement.**

**Schools can choose to use either the statement or the privacy notice or could use both. Each document will need to be personalised to reflect the data that is collected and processed from your website.**

**Website Privacy Notice**

This privacy notice sets out how Keys Co-operative Academy Trust and its websites that include but are not limited to:

[www.heybridgeca.co.uk](http://www.heybridgeca.co.uk)

[www.neeca.co.uk](http://www.neeca.co.uk)

[www.endeavourca.co.uk](http://www.endeavourca.co.uk)

www.kcat.co.uk>

uses visitor’s data when they use the website.

This website collects data on its visitors in the following ways:

* By using website analytics or tracking software to view website usage statistics
* By storing cookies on visitors' computers
* By collecting personal data from visitors
* By allowing people to register and sign in

**Cookies**

This site uses cookies from Google Analytics and WIX to deliver its services and to analyse traffic. Information about your use of this site is shared anonymously with Wix and Google> and is retained for the months seen in the table below. By using this website you agree to its use of cookies. Please refer to the cookies policy found on www.kcat.co.uk for more information.

Most cookies will not collect information that personally identifies you. They will collect more general information such as how users arrive at and use the website, or a user’s general location. There are some cookies that are required for the website to operate properly. They enhance the website’s functionality and provide the visitor with an optimal experience as a website user. They also allow visitors to make use of online systems, for example, the online “Contact” form. Without essential cookies, the site won’t function properly, and if you set your internet browser to reject all cookies, then some elements of the site may not work for you.

If you do not consent to the use of cookies on our website, you can exit the website, or you can choose to disable/block cookies through your browser’s settings and continue to use the website without cookies.

**Personal Data**

There may be occasions when further information is required from visitors to the website, such as when completing a contact form. In this instance the website will make it explicit that data is being collected. Please note that this data is given voluntarily.

Unless the school are obliged or permitted by law to do so, and subject to any third-party disclosures specifically set out in this policy, your data will not be disclosed to third parties.

**Third-party websites**

Visitors to the school website should be aware that when links are followed to other websites, such as but not limited to Ofsted, Google Maps, DfE then the third-party website privacy notice should be referred to. Third party cookies are those found in other companies’ internet tools which are used to enhance the school website e.g. Twitter or Facebook. The school have no control over the cookies set by these third parties, and due care should be taken when visiting these sites.

**WIX COOKIES**

| Cookie Name | Purpose | Duration | Cookie Type |
| --- | --- | --- | --- |
| XSRF-TOKEN | Used for security reasons | Session | Essential |
| hs | Used for security reasons | Session | Essential |
| svSession | Used in connection with user login | 2 years | Essential |
| SSR-caching | Used to indicate the system from which the site was rendered | 1 minute | Essential |
| \_wixCIDX | Used for system monitoring/debugging | 3 months | Essential |
| \_wix\_browser\_sess | Used for system monitoring/debugging | session | Essential |
| consent-policy | Used for cookie banner parameters | 12 months | Essential |
| smSession | Used to identify logged in site members | Session | Essential |
| TS\* | Used for security and anti-fraud reasons | Session | Essential |
| bSession | Used for system effectiveness measurement | 30 minutes | Essential |
| fedops.logger.sessionId | Used for stability/effectiveness measurement | 12 months | Essential |
| wixLanguage | Used on multilingual websites to save user language preference | 12 months | Functional |

**Google analytics cookies**

|  |  |  |
| --- | --- | --- |
| **Cookie Name** | **Expiration Time** | **Description** |
| \_ga | 2 years | Used to distinguish users. |
| \_gid | 24 hours | Used to distinguish users. |
| \_gat | 1 minute | Used to throttle request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named \_dc\_gtm\_<property-id>. |
| AMP\_TOKEN | 30 seconds to 1 year | Contains a token that can be used to retrieve a Client ID from AMP Client ID service. Other possible values indicate opt-out, inflight request or an error retrieving a Client ID from AMP Client ID service. |
| \_gac\_<property-id> | 90 days | Contains campaign related information for the user. If you have linked your Google Analytics and Google Ads accounts, Google Ads website conversion tags will read this cookie unless you opt-out. [Learn more](https://support.google.com/google-ads/answer/7521212). |