

Cookie Policy

Summary

Our Cookies policy explains what cookies are, how we use cookies, how third-parties we partner with may use cookies on this site, and your choices regarding cookies.

Please read this policy in conjunction with our privacy notice, which sets out additional details on how we use personally identifiable information and your various rights.

What are cookies?

In common with many other websites, we, or our suppliers/partners, may use standard technology called cookies on the University of Liverpool learning platform and subdomains. Cookies are small files that are passed to your computer by the web server via your browser if you give consent. Most standard web browsers can be configured to refuse cookies.

Cookies are used to collect information to help us record how you navigate the learning platform and may be used to deliver services you have requested or to occasionally prepare customised pages.

How the Learning Platform uses cookies

When you use and access the learning platform (Moodle), we may place a number of cookie files in your web browser. Moodle uses or may use cookies and/or web beacons to help us determine and identify repeat visitors, the type of content and sites to which a user of our site links, the length of time each user spends on any particular area of our site, and the specific functionalities that users choose to use. To the extent that cookie data constitutes personally identifiable information, we process such data on the basis of your consent.

We use both session and persistent cookies on the site and we use different types of cookies to run the site:

- Essential cookies. Necessary for the operation of the site. We may use essential cookies to authenticate users, prevent fraudulent use of user accounts, or offer site features.
- Analytical/performance cookies. Allow us to recognise and count the number of visitors and see how visitors move around the site when using it. This helps us improve the way the site works.
- Functionality cookies. Used to recognise you when you return to the site. This enables us to personalise our content for you, greet you by name, and remember your preferences (for example, your choice of language or region).
- Targeting cookies. Record your visit to the site, the pages you have visited, and the links you have followed. We will use this information to make the site more relevant to your interests. We may also share this information with third parties for this purpose.

Third-party cookies

In addition to our own cookies, we may also use various third-party cookies to report usage statistics of the Site and refine marketing efforts.

- Tracking cookies. Follow on-site behaviour and tie it to other metrics allowing better understanding of usage habits.
- Optimization cookies. Allow real-time tracking of user conversion from different marketing channels to evaluate their effectiveness.
- Partner cookies. Provide marketing conversion metrics to our partners so they can optimize their paid marketing efforts.

What are your choices regarding cookies?

If you'd like to delete cookies or instruct your web browser to delete or refuse cookies, please visit the help pages of your web browser. Please note, however, that if you delete cookies or refuse to accept them, you might not be able to use some or all of the features we offer. You may not be able to log in, store your preferences, and some of our pages might not display properly.

Cookies tables

The tables below list some of the internal and third-party cookies we use. As the names, numbers, and purposes of these cookies may change over time, this page may be updated to reflect those changes.

Moodle cookies

| Cookie Name | Purpose |
|---------------|---|
| MoodleSession | You must allow this cookie into your browser to provide continuity and maintain your login from page to page. |
| MOODLEID | It remembers your username within the browser. This means when you return to this site the username field on the login page will be already filled out for you. |

Third-party cookies

| Cookie Name | Purpose |
|-------------|--|
| __utma | Google Analytics: stores the amount of visits (for each visitor), the time of the first visit, the previous visit, and the current visit |
| __utmb | Google Analytics: used to check approximately how fast people leave: when a visit starts, and approximately ends |
| __utmc | Google Analytics: used to check approximately how fast people leave: when a visit starts, and approximately ends |
| __utmz | Google Analytics: records whether the visitor came from a search engine (and if so, the search keyword used), a link, or from no previous page (e.g. a bookmark) |

Cookie preferences

More information on cookies, including how to control and delete them, can be obtained at <http://www.allaboutcookies.org>. Please be aware that restricting cookies may impact on the functionality of our Site.

Follow the links below for guidance on how to disable cookies on your browser.

[Firefox](#)

[Google Chrome](#)

Safari - [Mac](#) or [iOS](#)

[Internet Explorer](#)

To find information relating to other browsers, visit the browser developer's website.

To opt out of being tracked by Google Analytics across all websites, visit <https://tools.google.com/dlpage/gaoptout>