



Cookie Policy

This is a B&FC Group policy

Date approved: November 2025
Approved by: CLT
Responsible Manager (s): Director of Marketing
Executive Lead: Chief Commercial and People Officer

Applicable to employees:	Yes/No*
Applicable to students and apprentices:	Yes/No*
Accessible to students and apprentices:	Yes/No*
Accessible to general public: (including clients)	Yes/No*

Consultation

Consultation undertaken with:	Date:
Executive	11.25
CLT	11.25

Policy review frequency, normally: bi-annually

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1. Scope and Purpose

The scope of this policy covers the following websites owned and operated by B&FC Group:

- B&FC Group – www.bfcgroup.ac.uk
- Blackpool and The Fylde College – www.blackpool.ac.uk
- Furness College and Barrow Sixth Form – www.furness.ac.uk
- Fleetwood Nautical College – www.fleetwoodnautical.blackpool.ac.uk
- Lancashire and Cumbria Institute of Technology – www.landciot.ac.uk

The purpose of this policy is to meet legislative requirements concerning data protection and privacy.

2. Policy Statement

Ensuring a positive customer experience is central to the B&FC Group ethos.

B&FC Group may track and remarket web visitor information using cookies (a text file sent to a web browser by a web server). Remarketing allows the group to connect with users who are identifiable by their cookies based upon their past interactions with B&FC Group websites.

Tracking enables B&FC Group to analyse customer behaviour on its websites in order to improve the online customer experience.

Third-party marketing vendors may be engaged by B&FC Group to perform remarketing services. As a result, third-party vendors, including Google, use cookies to serve advertisements based on a user's prior visits to websites owned and operated by B&FC Group.

Each time customers access a website owned and operated by B&FC Group, they are given the option to:

- Accept tracking cookies
- Customise cookie preferences
- Block tracking of their online activity

Customers are also provided with the opportunity to opt out of customised Google Display Network advertising. Information relating to Google's privacy and advertising policies can be found at:

www.google.com/policies/technologies/ads/

In addition to Google, B&FC Group shares information with:

- Zendesk (Live Chat)
- Meta

This enables B&FC to target marketing communications more effectively by building a consistent picture of customer activity across multiple software platforms.

Within third-party platforms, customers may opt out of tracking through their personal privacy settings.

A comprehensive list of cookies used by B&FC Group is available via the Cookie Policy on each group website.

3. Accountability

The Director of Marketing is responsible for ensuring this policy is adopted and kept current.

The Data Protection Officer, supported by the designated lead for data protection, is responsible for advising on:

- Technical content
- Legislative requirements
- Implications for the B&FC Group's overall data protection position

4. Student Involvement

Student and customer involvement is implicit within this policy.

5. Linked Policies

- Data Protection Code of Practice
- IT Systems and Information Security Policy

6. Linked Procedures

- Freedom of Information Request Procedure

Equality Impact Assessment

Impact Assessment for the 4 strands of Equality, Safeguarding, Health and safety and Sustainability					
Initial Form to be completed with Risk Assessments or as part of a proposal or change to a policy, plan or new way of working					
Title of Activity: Cookie Policy Name and title of proposer: Sarah Glascott Design and Content Manager				Revision or New Revision	
Equality and Diversity. Are there students, apprentices, other customers, community/stakeholders, and/or colleague concerns that the proposed policy, project or change may be discriminatory or have an adverse impact on people with protected characteristics?					
A	Students/Apps/Customer	No	If so, how many individuals / which groups of are likely to be affected?		
B	Community/stakeholders	No			
C	Colleague	No			
Equality group		Positive impact High Low None	Negative impact High Low None	Reason / comments for positive impact why it could benefit any /all of the equality groups	Reason /comments for negative impact /what could disadvantage any/all of the equality groups
Gender (Men/women/Non-binary/Transgender)		None	None		
Age		None	None		
Race or ethnicity		None	None		
Learning difference		None	None		
Physical and/or sensory disability		None	None		
Mental health need		None	None		
Sexual Orientation		None	None		
Religion and Belief		None	None		
Marriage and civil partnership		None	None		
Pregnancy and maternity		None	None		
Carers/care experienced		None	None		
Socio Economic deprivation indicators		None	None		
Applies to ALL groups		None	None		
What changes or actions do you recommend to improve the service, project, policy, or change to eradicate or minimise the negative impacts identified? Who will be responsible for monitoring these actions?					
Have students, apprentices/other customers, communities and/or colleagues been consulted in the review / proposed change?					
A	Students/Apps/Customers	No			
B	Community	No			
C	Colleague	No			
	If yes, who and how many have you involved and how have they been involved?				
Safeguarding: Are there any aspects of this proposal which could cause a Student/member of staff/visitor to feel unsafe? If yes, how has this been considered? What are the risks? What are the benefits?				No	
Health and Safety: Have any risks been identified? If yes, how has this been considered? What are the risks? What are the benefits?				No	
Sustainability: Are there expected benefits or impacts on sustainability issues? If yes, how have these been considered?				No	
Evidence: What evidence do you have for your conclusions and expectations for these conclusions? How will this impact be monitored for all these considerations?					
Is this policy of a high/medium or low risk?:				Low	