



## Cookie Policy

### Website Use of Data and Cookies Statement

#### How we collect information from you

On our website [wmc.ac.uk](http://wmc.ac.uk), we collect information from you for the following purposes. Please see our Privacy Notice to see how personal information you provide is dealt with.

#### Enquiries

When you complete an online enquiry form, we ask you to provide us with information including your name, date of birth, contact details and details of your enquiry.

#### Live chat

When you use the live chat facility, we collect details of your name, email and phone and the type of your enquiry.

#### Course applications

When you apply for a course, we ask you for your personal information, contact details, course details, your qualifications and employment history.

#### Event registrations

When you register for one of our events online we will ask you to provide us with information including your name, contact details, subjects you are interested in studying at and school/college currently attending. This data is collected to ensure we can provide you with an effective event with relevant advice and information that you may need to study with us. This data will be held for a maximum of three years.

#### Cookies on [wmc.ac.uk](http://wmc.ac.uk)

Cookies are files saved on your phone, tablet or computer when you visit a website. We use cookies to store information about how you use the [wmc.ac.uk](http://wmc.ac.uk) website, such as the pages you visit.

#### Cookie settings

We use four types of cookie. You can choose which cookies you're happy for us to use.

##### 1. Cookies that measure website use

We use Google Analytics to measure how you use the website so we can improve it, based on user needs. We do not allow Google to use or share the data about how you use this site.

Google Analytics sets cookies that store anonymised information about:

- how you got to the site
- the pages you visit on [wmc.ac.uk](http://wmc.ac.uk), and how long you spend on each page
- what you click on while you're visiting the site
- the search terms you used

##### 2. Cookies that help with our communications and marketing

These cookies may be set by third party websites and do things like measure how you view YouTube videos that are on wmc.ac.uk.

### **3. Cookies that remember your settings**

These cookies do things like remember your preferences and the choices you make, to personalise your experience of using the site.

#### 4. Strictly necessary cookies

These essential cookies do things like remember your progress through a form (for example an online course application). They always need to be on.

Read on to find out more about the cookies we use, what they're for and when they expire.

#### Cookies that measure website use

We use Google Analytics software (GA4) to collect anonymised information about how you use wmc.ac.uk. We do this to help make sure the site is meeting the needs of its users and to help us make improvements to the site. We do not allow Google to use or share the data about how you use this site.

Google Analytics sets the following cookies.

Name	Purpose	Expires
_ga	These help us count how many people visit wmc.ac.uk by tracking if you've visited before	2 years
_gid	These help us count how many people visit wmc.ac.uk by tracking if you've visited before	24 hours

#### Cookies that help with our communications and marketing

Some wmc.ac.uk pages may contain content from other sites, like YouTube, which may set their own cookies. These sites are sometimes called 'third party' services. This tells us how many people are seeing the content and whether it's useful.

In addition, if you share a link to a wmc.ac.uk page, the service you share it on (for example, Facebook) may set a cookie. We have no control over cookies set on other websites - you can turn them off, but not through us.

#### YouTube videos

We use YouTube to show videos on some wmc.ac.uk pages. YouTube sets cookies when you visit one of these pages.

Name	Purpose	Expires
_use_hitbox	This is a randomly generated number that identifies your browser	When you close your browser
VISITOR_INFO1_LIVE	Lets YouTube count the views of embedded YouTube videos	9 months

#### Cookies that remember your settings

These cookies do things like remember your preferences and the choices you make, to personalise your experience of using wmc.ac.uk.

## Cookies message

You may see a banner when you visit wmc.ac.uk inviting you to accept cookies or review your settings. We'll set cookies so that your computer knows you've seen it and not to show it again, and also to store your settings.

Name	Purpose	Expires
cookieconsent_status	Saves your cookie consent settings and lets us know that you've saved your cookie consent settings	1 year
_fbp	Lets us track conversions from Facebook to our website	3 months
_gat_gtag_UA_4585758_1	Lets us measure clicks through to our website when using Google Tag Manager	When you close your browser
TawkConnectionTime	We use Tawk for online Live Chat	When you close your browser

## Comparing different versions of a webpage

Cookies are small pieces of information that a website can store in your web browser to record and recall information about your visit; cookies stored by your web browser help us to recognise you if you return to our website at a later stage. Our cookies store only information about your website usage and preferences; we do not store any personal data such as your name or email address. Cookies are safe, secure and do not contain any sensitive information.

## Third party cookies

We sometimes embed video content from websites such as YouTube. Webpages with this embedded content may set cookies from these websites. Wirral Met College does not control the transmission of these cookies and cannot block cookies from those websites. You should therefore check the relevant third party website for more information on their cookie policy and/or privacy policy.

## How to control or block cookies

Should you wish to control or block cookies, you can do this through your browser settings. Please be aware that controlling or blocking cookies may impact the functionality of this website. The 'Help' function within your browser should tell you how. Alternatively, you can visit [www.aboutcookies.org](http://www.aboutcookies.org) which contains comprehensive information on how to control or delete cookies on a wide variety of browsers.

## Change your settings

You can change which cookies you're happy for us to use.

## Related content elsewhere on the web

- [Information Commissioner's Office: cookies](#) (opens in new window)

If you have any concerns about your privacy, [please contact us](#).

***Last updated: 3 February 2025***