UMI3 Cookie Policy

This policy explains what cookies we use and why we use them on https://umi3.com/ (the "Website"). We recommend that you read the policy fully. For more details about we process personal data please refer to our Privacy Policy.

What are Cookies?

Cookies are small text files that are stored by your browser (for example, Internet Explorer or Google Chrome) on your computer or device. Cookies help the Website to function, provide us with analytical information about the websites performance and some anonymous information on our Website's users. Cookies are not harmful to your device and only last for certain periods of time, some expire when you close the Website page but some remain on your browser for longer after you've visited the Website.

You are able to delete cookies from your browser at any time and information on how to do this is contained within this policy.

How we use Cookies?

We use cookies to understand your use of our Website and improve your user experience. We also use cookies to enable certain functionality of the website, for example to allow video content to work.

We use our own cookies and also those of third parties such as Google who provide analytics on our Website.

The types of cookies that we use are:

Strictly necessary cookies: These cookies are essential to enable you to use our Website. These cookies prevent crashes, display information, fix website errors and ensure the security of our website. Without these cookies, some functions of the website cannot be provided.

Functionality cookies: These are cookies that allow our Website to remember choices you make and to provide enhanced, more personal features. These cookies can remember changes you have made to text size, fonts and other parts of web pages you can customise. They may also be used to provide services you have asked for, such as watching a video or commenting on a blog.

Performance cookies: These cookies collect information about how you use our websites, for example which pages you go to most often and if you get an error message. These cookies are used to improve how our website works.

Targeting or advertising cookies: These cookies are used to drive online advertising that is relevant to you by building up a picture of what you are interested in from your use of the internet. The cookies can limit the number of times you see an advert and help to measure the effectiveness of any advertising. They remember that you have visited a website and this information may be shared with other organisations or advertisers. Quite often targeting or advertising cookies will be linked to website functionality provided by the other organisation.

Cookie Title	Cookie Name	Purpose	More information
Strictly Necessary	PHPSESSID	Used to preserve user session state across page requests.	Duration is 1 session
Strictly Necessary	wordpress_test_cook	Used to test if a user's browser supports cookies	Duration is 1 session
Functionality	lang	Used to remember the user's selected language version of a website across page requests.	Duration is 1 session
Analytical/ Performance	_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	Duration is 2 years
Analytical/ Performance	_gat	Used by Google Analytics to throttle request rate.	Duration is 1 session
Analytical/ Performance	_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	Duration is 1 session
Analytical/ Performance	_utm.gif	Google Analytics tracking code that is used to log details about the visitor's browser type and computer type.	Duration is 1 session
Analytical/ Performance	_utma	Used by Google Analytics to collect data on the number of times a user has visited the website as well as dates for the first and most recent visit.	Duration is 2 years
Analytical/ Performance	_utmb	Registers a timestamp with the exact time of when the user accessed the website. Used by Google Analytics to calculate the duration of a website visit.	Duration is 1 session
Analytical/ Performance	_utmc	Registers a timestamp with the exact time of when the user leaves the website. Used by Google Analytics to calculate the duration of a website visit.	Duration is 1 session
Analytical/ Performance	_utmt	Used to throttle the speed of requests to the server.	Duration is 1 session
Analytical/ Performance	_utmz	Used by Google Analytics to collect data about where the user came from, what search engine was used, what link was	Duration is 6 months

Analytical/ Performance	vuid	Used to collect data on the user's visits to the website, such as which pages have een read.	Duration is 2 years
Targeting	collect	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	Duration is 1 session
Targeting	GPS	Registers a unique ID on mobile devices to enable tracking based on geographical GPS location.	Duration is 1 session
Targeting	NID	Registers a unique ID that identifies a returning user's device. The ID can be used for targeted ads.	Duration is 6 months
Targeting	PREF	Registers a unique ID that is used by Google to keep statistics of how the visitor uses YouTube videos across different website.	Duration is 8 months
Targeting	VISITOR_INFO1_LIVE	Used to estimate the users' bandwidth on pages with integrated YouTube to maximise viewing quality and speed.	Duration is 179 days
Targeting	YSC	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Duration is 1 session
Unclassified	key	Enables the selection and persistence of a selected theme or settings on the site.	Persistent
Unclassified	_MGZ_	Enables the functioning of animated page turning in an embedded PDF	Duration is 1 session

What are your choices regarding Cookies?
Some cookies are required to make our website function, as these are necessary to our website functionality we are not required to provide you with an ability to opt-out of those cookies. However, you can remove them by using your browser settings but please be aware that as a result some features of our Website may unavailable to you.

To manage all cookies placed on your computer, mobile phone or tablet device through your web browser settings, please consult your browser's guide or visit www.allaboutcookies.org or www.aboutcookies.org for more information. Some browsers are more sophisticated than others in managing these technologies, so if you want greater controls, it would be worth comparing a few of them. To manage cookies on your mobile phone please refer to your user manual.

Please note: if you restrict cookies, you may experience a loss of functionality while on the Website.

Changes to this Policy

We may change this Policy from time to time by updating this page in order to reflect changes in the law and/or our privacy practices. The date at the top of this policy will be updated accordingly.

We encourage you to check the date of this policy when you visit the Website for any updates or changes. We will notify you of any modified versions of this Policy that might materially affect the way we use or disclose your personal information.

This policy only extends to the Website and does not, therefore, extend to your use of, provision of data to and collection of data on any website not connected to us to which you may link by using the hypertext links within this website.

Contact/address details

If you have any queries about this policy please do contact the UMI3 Head of Marketing and Corporate Communications at allan.prits@umi3.com or the Information Office at dataprotection@manchester.ac.uk

Please note that we have appointed a Data Protection Officer whose role is to inform and assist in respect of data protection laws. The Data Protection Officer is Alex Davybank who can be contacted via the Information Office, as set out above.