



## Privacy Policy for the Website

### Data protection

Under the Data Protection Act and the European General Data Protection Regulation (GDPR), we have a legal duty to protect any information we collect from you. We do not pass on your details to any third party unless you give us permission to do so. Oxford Media & Business School is committed to good governance and transparency. We can provide you with a full copy of our Privacy Policy.

### Cookies

This website uses Google Analytics, a web analytics service provided by Google, Inc. ('Google'). Google Analytics uses 'cookies', which are text files placed on your computer, to help the website analyse how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States.

Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf.

Google **will not** associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

### Why we use cookies

We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.

It is important for you to know that we only use cookies to improve your experience with this website. You can of course REMOVE cookies at any time by using your browser.

For more information about cookies, the Information Commissioner's Office and the changes in cookie law visit the [ICO](#) website.

## **About this statement**

This privacy statement only covers The Oxford Media & Business School website [www.oxfordbusiness.co.uk](http://www.oxfordbusiness.co.uk). This statement does not cover links within this site to other websites.

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31 May 2019