



St Mary's CE Primary School

Cookies Policy

We use google analytics tool to know our audience and what they want from our website.

This document describes how Google Analytics uses cookies to measure user-interactions on websites.

Overview

Google Analytics is a simple, easy-to-use tool that helps website owner measure how users interact with website content. As a user navigates between web pages, Google Analytics provides website owners JavaScript tags (libraries) to record information about the page a user has seen, for example the URL of the page. The Google Analytics JavaScript libraries use HTTP Cookies to "remember" what a user has done on previous pages / interactions with the website.

They do not store directly personal information, but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

Categories	Provider	Cookies
Google Analytics Google Analytics gathers information allowing us to understand interactions with our websites and ultimately refine that experience to better serve you.	google.com	<ul style="list-style-type: none">• <code>_ga</code>• <code>_gid</code>• <code>_gat</code>• <code>AMP_TOKEN</code>• <code>__utma</code>• <code>__utmt</code>• <code>__utmb</code>• <code>__utmc</code>• <code>__utmz</code>• <code>__utmv</code>• <code>__utmxd</code>• <code>__utmxx</code>