Cookie Policy

University of Essex Online | Updated November 2026.

University of Essex Online courses are delivered by Kaplan Higher Education UK. For more information about our partnership, please visit: https://online.essex.ac.uk/about-us/

What are cookies?

Cookies are small text files that are placed on your device when you visit a website. They help websites function effectively, remember your preferences and settings, understand how visitors use a website, and support marketing and advertising activities. Cookies may be set by the website you are visiting ("first-party cookies") or by third-party services used by the website ("third-party cookies").

How we use cookies

University of Essex Online uses cookies and similar technologies to:

- Ensure the website functions correctly.
- Remember your cookie preferences and feature settings.
- Understand how visitors use our website.
- Improve website performance and user experience.
- Measure the effectiveness of our marketing campaigns.
- Show relevant advertisements across third-party platforms.

Under UK privacy regulations, non-essential cookies are only used with your consent. You can manage your preferences using our cookie settings tool at any time.

Cookies used on this website

Strictly Necessary Cookies

These cookies are essential for the operation of the website and cannot be switched off through our cookie preference centre.

Cookie	Provider	Purpose	Duration
CookieControl	University of Essex Online / Civic Cookie Control.	Stores your cookie preferences and consent choices.	90 days.

Functional Cookies

These cookies support website features and remember choices made when you interact with those features.

Cookie	Provider	Purpose	Duration
hs-messages-hide-welcome-message	HubSpot / .online.essex.ac.uk	Remembers that the HubSpot welcome message has been dismissed so that it is not shown again during the cookie period.	Approximately 24 hours.

Analytics Cookies

These cookies help us understand how visitors use our website, allowing us to improve website performance and user experience. They are only used where you have given consent.

Google

Cookie	Provider	Purpose	Duration

_ga	Google Analytics 4 / .essex.ac.uk	Distinguishes users and helps generate website usage statistics.	Approximately 13 months.
_ga_F49VQCNTP3	Google Analytics 4 / .essex.ac.uk	Maintains session state and supports website analytics reporting.	Approximately 13 months.
_gid	Google Analytics / .essex.ac.uk	Distinguishes users for analytics reporting.	24 hours.
_gat_gtag_UA_30766871_1	Google Analytics / .essex.ac.uk	Helps manage request rates and optimise analytics collection.	Approximately one minute.

Hubspot

Cookie	Provider	Purpose	Duration
__hstc	HubSpot / .essex.ac.uk	Main HubSpot analytics cookie used to track visitors and sessions.	Approximately six months.
hubspotutk	HubSpot / .essex.ac.uk	Identifies a visitor for website analytics and helps associate form submissions with the same visitor.	Approximately six months.
__hssc	HubSpot / .essex.ac.uk	Tracks sessions and helps determine whether HubSpot should start a new session.	30 minutes.
__hssrc	HubSpot / .essex.ac.uk	Used by HubSpot to recognise when a visitor starts a new browser session.	Session only.

Advertising and Marketing Cookies

These cookies help us understand the effectiveness of our advertising campaigns and may be used to show relevant advertisements on other websites and platforms. They are only used where you have given consent.

Google

Cookie	Provider	Purpose	Duration
_gcl_au	Google Ads / .essex.ac.uk	Used to measure advertising effectiveness and conversion activity.	Approximately 90 days

Microsoft (Bing)

Cookie	Provider	Purpose	Duration
_uetsid	Microsoft Advertising / .essex.ac.uk	Tracks website visits and measures advertising campaign performance.	Approximately 24 hours.
_uetvid	Microsoft Advertising / .essex.ac.uk	Recognises returning visitors and supports conversion tracking.	Approximately 13 months.

Meta (Facebook and Instagram)

Cookie	Provider	Purpose	Duration
_fbp	Meta / .essex.ac.uk	Used to measure advertising	Approximately 90 days.

		effectiveness and support remarketing across Facebook and Instagram.	

TikTok

Cookie	Provider	Purpose	Duration
_tt_enable_cookie	TikTok / .essex.ac.uk	Enables TikTok advertising and attribution functionality.	Approximately 90 days
_ttp	TikTok / .essex.ac.uk	Measures TikTok advertising performance and user interactions.	Approximately 90 days
ttcsid	TikTok / .essex.ac.uk	Identifies browsing sessions and supports advertising measurement.	Approximately 90 days
ttcsid_CG0SK13C77U006JJ99RG	TikTok / .essex.ac.uk	Stores a unique session identifier associated with TikTok advertising activity.	Approximately 90 days

Third Party Cookies

Some cookies on our website are placed through third-party services. These may include analytics, advertising and marketing platforms. Third-party services used on this website include:

- Google
- Microsoft Advertising
- Meta (Facebook and Instagram)
- TikTok
- HubSpot
- Civic Cookie Control

We decide which third party services are used on our website and control whether they are activated based on your cookie preferences. However, these third party providers may determine certain aspect of how its technologies operate and may process information in accordance with their own privacy and cookie policies. We recommend reviewing their privacy information for further details.

Managing Your Cookie Preferences

You can update or withdraw your cookie preferences at any time using the cookie settings tool available on our website.

You can also control and delete cookies through your browser settings. Please note that blocking strictly necessary cookies may affect the functionality of the website.

For information on how to manage cookies in your browser, visit All About Cookies

Changes to This Policy

We may update this Cookie Policy from time to time to reflect changes to the cookies we use, our services, or applicable legal requirements. Any updates will be published on this page.

Privacy Information

For further information about how University of Essex Online collects, uses and protects personal information, please refer to our Privacy Notice.