

Cookies and cookie policy

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What are cookies?

Cookies are text files containing small amounts of information, often including a unique identifier, which are downloaded to your device when you visit a website - if your browser preferences allow it. Cookies are then accessed by the originating website on each subsequent visit. Cookies are useful because they allow a website to recognise a user's device.

How are cookies used on the University Sport Birmingham website?

The cookies we use on the website are there to allow you to perform the services you require and to assist us in providing a better website for our users.

We encourage you to accept the cookies we serve. However, if you wish to restrict or block the cookies which are set by our or any other website, you can do this through your browser settings. Please see 'How to control and delete cookies' for more information.

Google Analytics

We use Google Analytics cookies to hold information about your visit to our site. This helps us better identify the use and popularity of our services and how successfully the website is functioning. If you do not wish us to do this, you can opt out of the Analytics service by installing an add-on for your browser. This can be found at <http://tools.google.com/dlpage/gaoptout>. Alternatively you can delete/restrict the cookies as for any other cookie - see 'How to control and delete cookies' for more information.

How to control and delete cookies

You can manage cookie usage through your browser settings. The help function in your preferred browser should provide you with the correct information. Some browsers provide helpful cookie guides:

- Chrome: https://support.google.com/chrome/bin/answer.py?hl=en&answer=95647&p=cpn_cookies
- Firefox: <http://support.mozilla.org/en-US/kb/Cookies>
- Internet Explorer: <http://support.microsoft.com/kb/278835>
- Safari 5 for Mac: <http://docs.info.apple.com/article.html?path=Safari/5.0/en/9277.html>
- Opera: <http://help.opera.com/Linux/10.50/en/cookies.html>

Alternatively, <http://www.allaboutcookies.org> provides advice on how to do this, and further information on cookies and how to manage them.

N.B. In the case of some mobile devices, it may be necessary to consult the device's instruction manual to manage cookies effectively.

More information

- [All about cookies](#)
- [Cookies and Google Analytics](#)
- [ICC UK Cookie Guide](#) (pdf)
- [Information Commissioner's Office \(ICO\)](#)

Contact us

If you have any questions or comments about the University's cookie policy, please contact us by emailing <contact email for sport> or by post at the address below:

Cookie Policy
<Sport Address Here>
University of Birmingham
B15 2TT