



Students' Union Management System (SUMS) Cookie Policy

SUMS ("we", "our", "us") uses cookies and similar technologies to operate our website, provide access to the SUMS platform, enhance user experience, analyse site performance, and maintain the security of our services. This Cookie Policy explains what cookies are, how we use them on the SUMS website and platform, and how you can manage your cookie preferences.

What Are Cookies?

Cookies are small text files placed on your device (computer, smartphone, tablet) when you visit a website. They store information about your browsing session and help websites operate more efficiently. Cookies can:

- Enable essential website functionality
- Remember preferences
- Improve performance
- Support analytics
- Power marketing and advertising tools

You can learn more about cookies and how to manage them at allaboutcookies.org.

The Legal Framework We Follow

We comply with the UK Privacy and Electronic Communications Regulations (PECR) when storing or accessing information on your device, and with the UK GDPR where cookies involve personal data. From 2025-26, the Data (Use and Access) Act 2025 (DUAA) introduces limited, purpose-based exemptions to PECR for certain low-risk uses of cookies, but all other processing continues to rely on valid consent or another lawful basis under the UK GDPR.

Why We Use Cookies

We use cookies to:

- Ensure the website works correctly
- Analyse website performance and usage trends
- Improve content and user experience
- Deliver relevant advertising and measure campaign effectiveness
- Protect the site from malicious traffic

Types of Cookies We Use

Cookies are grouped into the following categories:

- **Strictly Necessary Cookies (No consent required)**
These enable core functionality such as security, network management, and logging into protected areas.
- **Functional Cookies (Consent required)**
- **Analytics / Performance Cookies (Consent required)**
These help us understand how users interact with our site, so we can improve performance and content. Support enhanced features or personalisation.
- **Marketing / Advertising Cookies (Consent required)**
Used to deliver personalised ads, track conversions, and measure campaign performance

Platform Cookies

The SUMS platform uses cookies and similar technologies to provide, maintain and secure platform functionality. These cookies support:

- Secure user login
- User authentication
- Single sign-on (SSO) functionality, where enabled
- Session management
- Security controls and fraud prevention
- Remembering user preferences and settings
- Performance monitoring and troubleshooting
- Load balancing and service reliability
- Storage of cookie consent preferences



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Many of these cookies are strictly necessary for the operation of the platform and do not require consent. They enable users to access secure areas of the platform, maintain their authenticated session, and ensure the security and reliability of SUMS. Without these cookies, users may be unable to access or use certain features of the platform.

Third-Party Services

SUMS may use third-party providers to support its services, including:

- Website hosting providers
- Cloud infrastructure providers
- Security and content delivery services
- Analytics providers
- Customer support systems

Where these services place cookies or process information collected through cookies, they do so in accordance with their own privacy notices and applicable data protection laws.

Cookie Consent

When you first visit our website, you will be presented with a cookie banner allowing you to:

- Accept all cookies
- Reject non-essential cookies
- Manage cookie preferences

We do not set non-essential cookies without consent unless permitted by applicable legislation.

You may change your preferences at any time using the Cookie Settings link available on our website.

International Transfers

Some third-party service providers may process information outside the United Kingdom. Where this occurs, appropriate safeguards will be implemented to ensure personal data receives an adequate level of protection in accordance with UK GDPR requirements.

Retention: How Long Cookies Last

Each cookie's duration is shown in the below tables. Session cookies expire when you close your browser and persistent cookies last for a defined period unless you delete them earlier. We do not retain data longer than necessary for the stated purposes.

Detailed Cookie List

A. Core Platform Cookies

Name	Purpose	Duration	Category
__cf_bm	Detects and mitigates bots / malicious traffic	30 Minutes	Strictly Necessary
cf_clearance	Stores proof that a user passed a security challenge (e.g. CAPTCHA or challenge page)	24 hours	Strictly Necessary
__cfduid	Cloudflare security; identifies suspicious traffic	30 days	Strictly Necessary
_last_visit	Records last visit time	Session	Functional
_last_activity	Tracks last activity timestamp	Session	Functional
_tracker	Tracks previously accessed page	Session	Functional
cc_cookie	Stores your cookie consent preferences.	Session	Strictly Necessary

Other Technologies We May Use

We may also use:



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- Pixels
- Tags
- Local storage
- Server-side tracking tools

These technologies function similarly to cookies and are governed by PECR and UK GDPR. We will update this policy if new technologies are introduced.

Policy Updates

We review this Cookie Policy regularly to ensure compliance with UK GDPR, PECR, and industry standards. Any material changes will be posted on this page with an updated revision date.

Contact Us

If you have any questions about this Cookie Policy or how we use cookies and tracking technologies, please contact:
Data Protection Officer
SUMS Ltd

Email: compliance@sums.digital

Address: SUMS Ltd, The Engine Shed, Lincoln Students' Union, Brayford Pool, Lincoln, LN6 7TS