



# Marketing & Communication

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## Website Cookie Policy

CookiePolicy\_v01.0

August 2025



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Document Name	CookiePolicy_v01.0	Document Owner	Marcom

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## 1. STATEMENT

This Cookie Policy outlines how MBZUAI utilizes cookies to enhance user experience on our website. It clarifies our commitment to maintaining user privacy while providing a seamless browsing experience. This document serves as a guide for understanding our cookie practices, compliance, and the responsibilities of all users.

## 2. PURPOSE

The purpose of this policy is to inform users about our use of cookies, the types of cookies we utilize, and the implications for their online experience. It establishes the framework for managing users' cookie preferences to ensure compliance with data protection regulations and enhance user engagement.

## 3. SCOPE

This policy applies to all users accessing the MBZUAI website and any associated applications. It is relevant to all visitors, including prospective students, faculty, and staff. The policy does not apply to third-party websites linked from our site, which may have their own cookie policies.

## 4. Cookie Usage Policy

### 4.1 General Rules:

MBZUAI uses cookies to ensure the functionality of our website and to enhance user experience. Users must consent to the use of additional cookies for improved service.

### 4.2 Requirements:

Users can manage their cookie preferences at any time through the cookie settings on our website. We encourage users to review our cookie practices regularly.

### 4.3 Implementation:

Cookies are categorized as strictly necessary, functional, performance, and tracking cookies. Users are informed about the implications of each type.

### 4.4 Transparency:

We provide clear information on how cookies improve user experience and how user data is utilized to enhance our services.

### 4.5 User Choices:

Users have the options to accept, reject, or customize their cookie preferences.

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## 5. Cookie Types

### 5.1 First Party Cookies

These are set by MBZUAI and are essential for functionalities like signing in and maintaining user sessions and only that website can read them.

### 5.2 Third-Party Cookies

These are set by external services and may be used for advertising or analytics. Users can control these independently.

### 5.3 Session Cookies

These cookies are temporary and are deleted upon closing the browser. They are used to enhance user sessions.

### 5.4 Persistent Cookies

These remain on the user's device for a specified duration and help remember preferences for future visits.

### 5.5 Strictly Necessary Cookies

These allow users to access essential features of the website. Without them, certain services cannot function.

### 5.6 Functional Cookies

These help us personalise the MBZUAI website to you by remembering your preferences and settings. These help us make sure that the website is working properly and fix any errors. And they let us try out different ideas

### 5.7 Other Tracking Technologies

Some sites use things like web beacons, clear GIFs, page tags and web bugs to understand how people are using them and to target advertising to them.

They usually take the form of a small, transparent image that is embedded in a web page or email. They work with cookies and capture data like your IP address, when you viewed the page or email, what device you were using and where you were. You can find out how to avoid them here.

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## 6. DEFINITIONS

Term	Definition
Cookie	A small text file transferred to a device for the purpose of tracking and enhancing user experience.
First-party Cookie	First-party CookieCookies set by the website being visited.
Third-party Cookie	Cookies set by services other than the website being visited.
Session Cookie	Temporary cookies that are deleted when the browser is closed.
Persistent Cookie	Cookies that remain on the device for a specified duration.
Strictly Necessary Cookie	Cookies essential for website functionality.

## 7. DOCUMENT CONTROL INFORMATION

Version number	File Name	Responsible Role	Comments	Date of change
v01.00	CookiePolicy-v01.0	Marcoms	New policy	28-08-2925

### Approval List (as per the Delegation of Authority)

Approval List: Cookie Policy_Marcom_POL_V1.0				
Sequence Number	Sequence Roles	Responsible Role	Comments	Date
1.	Nick Knupffer	Marketing Director	Created and reviewed	2025-08-28
3.	IEQA Review	Head of IEQA	Reviewed	2025-08-28
4.	Approver	VP of MARCOM	Approved	2025-08-28

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