



## Cookie Policy

When you enter the website, your information related to accessing the website will be saved in the form of cookies. This Cookie Policy describes what it means, how it works, and what it's intended for, including deletion and refusal of cookie storage. By accessing this website, you have given us permission to use cookies according to the Cookie Policy.

### What are cookies?

A cookie is a small file to store access information such as the date and time, links, clicked pages, various setting conditions, which will be recorded on the computer device and/or communication devices accessed by you (notebooks, tablets, or smartphones via a web browser while you access the website). Cookies will not cause harm to your computer equipment and/or your communication tool. Your personal data may be collected to enhance your experience of using the online services. It will remember the unique language and customize the usage information according to your needs. It's a confirmation of the uniqueness, your safety information including the services you are interested in. Cookies are also used to measure traffic to online services, personalizing content based on your previous and current browsing behavior and maybe used for advertising purposes.

You can find more information about cookies at [www.allaboutcookies.org](http://www.allaboutcookies.org)

### Does CMMU use cookies?

CMMU uses cookies to record your visits and sign-up to the website. This information will be used to improve the CMMU website to facilitate the speed of using website. It is necessary to have a third party help to do so, which may require Internet Protocol Addresses (IP Addresses) and Statistical Analysis Cookies as well as linking information and processed for marketing purposes.

Cookies can be divided into two categories based on their storage as follows:

1. **Session Cookies:** Cookies to remember you during your visit to our website. For example, keep track of the languages that you selected. This cookie will be deleted from your computer or device when you leave the website or have closed the web browser
2. **Persistent Cookies:** These are cookies that will last for a specified period or until you delete them. This type of cookie allows the website to remember you and your settings. This will help you to access the website services more conveniently and quickly when you come back to use the website again.

## Purpose of use of cookies at CMMU

- **Necessary Cookies** are necessary for the website service of CMMU. These allow you to access different parts of the website including helping to remember the information you have provided through the website. If disabling these type of cookies, you may not be able to use the services in its essence.
- **Analytical cookies** allow us to recognize and to count the number of visitors to our website, to see how visitors move around the website when they are using it and to record which content viewers view and are interested in. This helps us to determine how frequently particular pages are visited and to determine the most popular areas of our website. This helps us to improve the service we offer to you by helping us make sure our users are finding the information they are looking for, by providing anonymized demographic data to third parties in order to target advertising more appropriately to you and by tracking the success of advertising campaigns on our website.
- **Social Media Cookies** allow you to share website content with social media platforms (e.g., Facebook, Twitter, Instagram). We have no control over these cookies as they are set by the social media platforms themselves.
- **Targeted Advertising Cookies** are used to deliver advertisements more relevant to you, but can also limit the number of times you see an advertisement and be used to chart the effectiveness of an ad campaign by tracking users' clicks. They can also provide security in transactions. They are usually placed by third-party advertising networks with a website operator's permission but can be placed by the operator themselves. They can remember that you have visited a website and this information can be shared with other organizations, including other advertisers. They cannot determine who you are though, as the data collected is never linked to your profile.

## How do you manage cookies?

Most browsers are set to accept cookies by default but you can refuse the use of or delete cookies on the settings page of the browser you are using. However, if you modify your browser settings, your privacy may affect the form and functionality of our website. If you wish to modify the settings, you can check for more details by following the link given below.

- [Android \(Chrome\)](#)
- [Apple Safari](#)
- [Blackberry](#)
- [Google Chrome](#)
- [Microsoft Edge](#)
- [Microsoft Internet Explorer](#)
- [Mozilla Firefox](#)
- [Opera](#)
- [iPhone or Ipad \(Chrome\)](#)

- [iPhone or Ipad \(Safari\)](#)

However, please note that if you choose to disable cookies on your browser or device, it may affect the functionality of CMMU websites (unable to function or provide the services normally). CMMU is not responsible and is not affiliated with various websites mentioned above, including content. For more information on this matter, please see <https://www.aboutcookies.org/how-to-delete-cookies>

### **Links to other websites**

CMMU website may contain links to third-party websites or social media. It may also include embedding content or videos from social media such as **YouTube or Facebook**. This will allow you to access content and interact with others on social media from our website. Third-party websites or social media will set cookies by themselves. We cannot control or be responsible for those cookies. We recommend that you read and review the policies or notices on the use of cookies by those third parties.

### **Change notice**

This notice may be updated to suit the circumstances and actual services provided. CMMU will provide notice of new updates on this website. We encourage you to ensure that you understand the changes to these Terms.

### **Contact the College of Management at Mahidol University**

In case you have questions about our cookie policy. You can contact us at Personal Data Protection Officer. Email [privacy@mahidol.ac.th](mailto:privacy@mahidol.ac.th)