Website Cookie Policy

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This Policy describes how and why Marquette uses cookies on its website.

WHAT ARE COOKIES?

"Cookies" are small amounts of data that a website can send to a visitor's web browser. Cookies offer a variety of functions, including ensuring the functionality of a website and tracking visitors' use of the website.

Consenting to the use of cookies allows the visitor's browser to store such information, leading to an optimized user experience of the website.

HOW WE USE COOKIES

Marquette specifically uses the first party cookie marquette_cookie_consent, which is utilized for the purpose of storing the visitor's consent preference for 180 days. Additional cookies, along with their purposes and expiration periods, are detailed below:

Cookie Name	Provider	Purpose	Expiration Period
_ga and _ga_*	Google Analytics	First-party cookies used to distinguish unique users and maintain session state across a website. Google Analytics reports website usage statistics without personally identifying individual visitors.	Generally persistent for up to 2 years
_gid	Google Analytics	First-party tracking cookie used to distinguish unique users and group their behavior for analytics purposes.	Generally persistent for 24 hours
_gat_UA-*	Google Analytics	Request-throttling cookie used to limit the rate of requests sent to Google Analytics.	A few seconds to 1 minute
_mkto_trk	Marketo Munchkin	Tracking cookie used to identify and track individual visitor activity on a website or landing page, linking anonymous browsing activity with known lead profiles.	Generally persistent for up to 2 years
_cf_bm	Cloudflare	Supports Cloudflare's bot management and mitigation services by analyzing user request patterns and helping distinguish between human users and bots.	Expires after 30 minutes of continuous inactivity
BIGipServer*	F5 BIG-IP	Used to support HTTP load-balancing persistence by directing a user's requests to the same server during a session.	Expires when the browser session ends

MANAGING COOKIES

Essential versus Non-essential Cookies

- Essential cookies are cookies that are essential to the functionality of a website. They are necessary to provide an online service on a website or to facilitate the transmission of communications over a network.

  Our website uses essential cookies **_cf_bm** and **BIGipServer**, which are operational cookies rather than analytics or marketing cookies.

- Non-essential cookies are not required for a website to operate, but they help improve the user experience and provide useful information to website operators. These cookies may be used to monitor user interactions, gather analytics data, and deliver personalized advertising.

  Our website uses nonessential cookies **_ga**, **_ga_***, **_gid**, **_gat_UA-***, and **_mkto_trk**.

Consenting to Use of Cookies

Upon visiting Marquette's homepage, visitors will see a cookie banner informing them of the website's use of cookies and their use. Visitors have the option to choose "Agree" or "Decline" when prompted to consent to the use of cookies and similar tools. By clicking "Agree," the visitor consents to the use of non-essential cookies. By clicking "Decline," the visitor does not consent to the use of non-essential cookies; this means that only the cookies essential to the functionality of the website will be used.