

SHANGHAI AMERICAN SCHOOL

Cookie Policy

Introduction

This Cookie Policy (“Policy”) sets out how Shanghai American School (“we”, “our”, “us”) handles the cookies we collect on our websites. This policy is intended as a long-form cookie policy, forming part of a layered approach, providing website visitors who access our website(s) with information about our use of cookies.

This Policy applies to all websites owned and operated by Shanghai American School.

Our Cookie Policy should be read in conjunction with our other policies which make reference to personal information, including our

- Data Protection Policy
- Website Privacy Policy

In accordance with our Data Protection Policy, we commit to utilizing this Policy to ensure the correct and lawful treatment of personal data and to protecting the confidentiality and integrity of personal data.

Our Data Protection Lead is responsible for reviewing this Policy on a regular basis. You can contact the Data Protection Lead by emailing dataprotection@saschina.org.

Definitions

Cookies are small files of digital text that may be stored on your browser or on your device when you access our website, if you agree. These files store information that can be accessed by our systems to recognize your device across sessions. Cookies can constitute personal data (for example, tracking cookies) and where that is the case, the Personal Information Protection Law (PIPL) becomes applicable.

Our website(s) means websites operated by Shanghai American School. In particular, the following websites: <https://www.saschina.org/>

Visitor means any person who accesses our website(s).

General Policy

Shanghai American School uses cookies to distinguish website visitors to our website(s). This helps us to provide you with a personalized experience when you browse our website and allows us to improve our website.

Consent is obtained where necessary for cookies.

All use of cookies shall comply with applicable laws and regulations.

We use the following cookies:

- Strictly necessary cookies. These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website.
- Analytical or performance cookies. These allow us to recognize and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- Functionality cookies. These are used to recognize you when you return to our website. This enables us to remember your preferences (for example, your choice of language or region).

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Strictly Necessary Cookies

Cookie Pattern	Provider	Purpose	Lifetime
CookieConsent	SAS	Stores visitor cookie consent choice	1 year
aws* (aws-waf-token, awswaf_session_storage, aws_waf_referrer, awswaf_token_refresh_timestamp)	AmazonAWS	AWS WAF session verification, security token, referrer integrity	Session
__RequestVerificationToken	Hirebridge	CSRF protection for embedded forms	Session
ARRAffinity / ARRAffinitySameSite	Hirebridge	Load balancing for Hirebridge embedded pages	Session
PHPSESSID	Flbook	Maintains session for embedded flipbook viewer	Session
rc::	Gstatic	Google reCAPTCHA security	6 months
HBsession	Hirebridge	Embedded Hirebridge session / job form	Session
HWWAFSE* / TDTSESID	Flbook/Tianditu	Session & WAF for Tianditu map API	Session

cache-sprite-plyr	Plyr	Stores cached media UI assets for player	1 year
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Analytical / Performance Cookies

Cookie Pattern	Provider	Purpose	Lifetime
_ga / _ga_*	SAS	Google Analytics visitor/session ID	13 months
_gid	Hirebridge	Google Analytics session tracking	24 hours
_dc_gtm_*	SAS	Google Tag Manager loader / performance	1 minute

Functionality Cookies

Cookie Pattern	Provider	Purpose	Lifetime
TDT_*	Flbook	Flipbook viewer preferences / components	Session
lastPageNum_*	Flbook	Last page viewed in flipbook	Session
bookid*	Flbook	Flipbook ID for session	Session
cookie_consent_status	SAS	Stores cookie consent choice	1 year
cSession_*	SAS	Custom session tracking (e.g., SAS TV video engagement)	Session

Advertising / Marketing Cookies

Cookie Pattern	Provider	Purpose	Lifetime
_fbp	SAS	Facebook Pixel / Meta ad attribution	3 months
lastExternalReferrer*	Facebook	Tracks referrer for ad targeting	3 months
topicsLastReferenceTime	Facebook	Topic-based marketing tracking	3 months

Hm_lvt_*	Flbook / Baidu	Baidu Analytics visitor tracking	1 year
Hm_lpv_*	Flbook / Baidu	Baidu Analytics last visit timestamp	Session
Hm_ck_*	Flbook / Baidu	Baidu Analytics preferences	1 year
HMACCOUNT / HMACCOUNT_BFESS	Flbook / Baidu	Baidu Analytics visitor ID	1 year

Unclassified / Custom Cookies

Cookie Pattern	Provider	Purpose	Lifetime
tjcount*	Flbook	Page view counter / tracking	Session
cSession_*	SAS	SAS TV Video session tracking or custom analytics	Session
HWWAFSE* / TDT_*	Flbook / Tianditu	Embedded map / flipbook session handling	Session

Please note that the following third parties may also use cookies generated by our website(s), over which we have no control. These named third parties may include, for example, providers of external services like web traffic analysis services. These third party cookies are likely to be analytical cookies or performance cookies or targeting cookies.

Third-Party Services That May Set Cookies

Third Party	Cookies / Function	Lifetime / Expiry
Google Analytics	_ga, _gid, _ga_* / Analytics	13 months / 24 hours
Baidu Analytics	Hm_*, HMACCOUNT / Analytics	1 year / Session
Meta / Facebook Pixel	_fbp, lastExternalReferrer*, topicsLastReferenceTime / Marketing	3 months
AWS WAF	aws* / Security	Session
Google reCAPTCHA	rc::* / Security	6 months

Hirebridge	ARRAffinity*, HBsession, __RequestVerificationToken / Embedded Forms	Session
FLBOOK	PHPSESSID, TDT_*, bookid*, lastPageNum_* / Embedded Viewer	Session
Tianditu API	HWWAFSE*, TDTSESID / Embedded Map	Session

We do not share the information collected by the cookies with any third parties.

Website visitors may choose to block our website's cookies by activating the browser setting that allows the visitor to refuse the setting of all or some cookies. However, if the visitor blocks all cookies (including essential cookies) you may not be able to access all or parts of our website.