

Cookies Policy

Cookies Policy	
Version No	2
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Policy prepared by	Nick Preston
Policy Approved by	Judith Allen – CEO
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What Are Cookies?

This Cookie Policy explains how Educationwise uses cookies and similar technologies in line with the UK General Data Protection Regulation (UK GDPR) and the Privacy and Electronic Communications Regulations (PECR).

Cookies are small text files stored on your device when you visit our website. They help ensure the website functions properly, improve security, enhance your experience, and allow us to understand how visitors use our site. Some cookies are essential for the site to work, while others are optional and require your consent.

How We Use Cookies

Educationwise uses cookies to:

- Support learners, employers, and visitors in navigating our website.
- Enable secure access to online systems and forms.
- Monitor performance through analytics tools (such as Google Analytics).
- Provide relevant advertising and communications (e.g. through LinkedIn, Google Ads, or other platforms), where consent has been given.

Like most websites, our site uses both first-party and third-party cookies:

- **First-party cookies** are set by Educationwise and are essential for site functionality. These do not collect personal data.
- **Third-party cookies** (e.g. Google Analytics, LinkedIn) help us understand how our site performs, how visitors interact with it, and allow us to provide relevant content or advertising.

Types of Cookies We Use

- **Essential Cookies:** Required for the site to function properly. Without these, the website will not work as expected. (*Retention: session only*).
- **Performance Cookies:** Collect anonymous information on how visitors use the site to help us improve performance (e.g. page visits, traffic sources). (*Retention: up to 12 months*).
- **Functional Cookies:** Enable additional features such as remembering your preferences. (*Retention: up to 12 months*).
- **Advertising Cookies:** Deliver content and adverts relevant to your interests, limit repeat ads, and measure campaign effectiveness. (*Retention: 6–12 months*).

Consent to Cookies

When you first visit our website, a cookie banner will appear. Non-essential cookies (performance, functional, and advertising) will only be placed on your device if you provide consent. You can change your cookie preferences at any time by revisiting the banner or using the “Cookie Settings” link in the website footer.

Withdrawing consent will not affect cookies that were lawfully set before your consent was withdrawn.

How Can I Control Cookies?

You can control or delete cookies through your browser settings. Most browsers allow you to block cookies or alert you before they are placed. Guidance for common browsers can be found here:

- Chrome: <https://support.google.com/accounts/answer/32050>
 - Safari: <https://support.apple.com/en-in/guide/safari/sfri11471/mac>
 - Firefox: <https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox>
 - Edge: <https://support.microsoft.com/help/4027947/microsoft-edge-delete-cookies>
- If you are using another browser, consult its support documentation.

Updates to This Policy

We may update this Cookie Policy to reflect changes in how we use cookies, or for operational, legal, or regulatory reasons. Please check back regularly to stay informed.

Contact Us

If you have any questions about our use of cookies or your data protection rights, you can contact us at: itsupport@education-wise.org