

CAPITAL TUITION GROUP LTD – WEBSITE COOKIE POLICY

1. ABOUT US

We own and operate the Website www.capitaltuitiongroup.com. You can find all of our information and contact details below:

We are Capital Tuition Group Ltd (CTG), a Company Registered in England and Wales, company number 13506520. Our Registered office Address is Flat 2, 1 Archway Mews, London, England, SW15 2PE.

Our main email is hello@capitaltuitiongroup.com.

Our VAT number is 397104580.

2. WHAT ARE COOKIES?

As with most other websites, we use cookies which are files that web browsers place on a computer's hard drive or in memory. Cookies we use can be

- Strictly necessary - essential to the operation of the website so that website visitors (you) can use its features – for example, log into secure areas, use shopping baskets or e-billing.
- Performance - collect information about your use of a website (such as which pages you visit) to help us improve our website. These cookies usually collect aggregated information which does not identify you.
- Functionality - allows the website to remember your choices (such as your user name, language or the region you are in) and changes you make (such as text size) to provide enhanced, more personal features. They are also used to provide services you have asked for, such as commenting on a blog.
- Targeting - used to deliver adverts more relevant to you and your interests. They may also be used to limit how many times you see an advert and measure the effectiveness of the advertising campaigns. These cookies, usually placed by advertising networks, remember when you have visited a website and share this information with others, such as advertisers.

You can find more information about cookies at

<https://policies.google.com/technologies/cookies?hl=en-US> (a video), www.allaboutcookies.org and www.youronlinechoices.eu/

Please also see our [Website Privacy Policy](#).

3. DO COOKIES IDENTIFY YOU?

Standing alone, cookies do not identify you personally but merely recognise your browser. Unless you choose to identify yourself, for example by registering with us, then you remain anonymous to us. Cookies come in two types: session-based and persistent:

- Session cookies exist during an internet session. They disappear from your computer when you close your browser software or turn off your computer.
- Persistent cookies remain on your computer after you have closed your browser or turned off your computer. They include such information as a unique identifier for your browser. We use persistent cookies that only we can read and use, to identify the fact that you are a website user or prior website user (as the case may be) and to track your use. We take care with security and confidentiality of information stored in persistent cookies. These cookies generally expire after 6 months.

4. HOW CAN I MANAGE COOKIES?

- 1) Some cookies are strictly necessary for parts of the website to operate and have already been set. Some may be essential (such as shopping cart or to prevent fraud), whilst others relate to functionality. You may be able to delete and block cookies from the website but that means that some parts of the Website will not work. For information on blocking cookies refer to the instructions on your Browser which is often located under the “Tools” section. Help is also available at www.allaboutcookies.org
- 2) You can delete any cookies on your computer by referring to the instructions for your file management software and/or settings to locate the file or directory that stores cookies and delete it. Help is also available at <http://www.allaboutcookies.org/manage-cookies/>

5. ADVERTISING/ TARGETING

- 1) Cookies are also used as part of advertising to deliver to you relevant and tailored content (including advertising content) and then to analyse how effective that content is.
- 2) Third Parties, such as Google, Facebook, Bing, Pinterest, Twitter and Instagram (these are included by way of example rather than an exhaustive list) may use cookies, web beacons (see <http://www.allaboutcookies.org/faqs/beacons.html>), and similar storage technologies/tools to collect or receive information from the website (and/or App) and elsewhere on the internet and use that information to provide measurement services and target advertising. You can also find details of those third parties www.aboutads.info/.
- 3) You can opt-out of the collection and use of information to provide measurement services and target advertising. Help for you to exercise your choices is available at www.aboutads.info/

6. SOCIAL MEDIA

Social media – from time to time our website may use social media icons (such as Twitter) and embedded video content (such as from YouTube). Please remember that when you click on a social media icon or watch that video content that you are using a third party website and we are not responsible for that website's cookies so we advise you to review the cookie/privacy policy of the relevant website.

7. QUERIES

- 1) If you have any queries about this Policy please email us at hello@capitaltuitiongroup.com.
- 2) We aim to respond to any queries within 7 working days.

8. COOKIES WE USE ON THE WEBSITE

You can find information about most of the cookies we use from time to time in this section. However, whilst we try to provide you with up-to-date information this is a non-exhaustive list. Particularly, the third parties we work with may set cookies and whilst we have tried to identify these so you can opt out please email us if you have any queries.

1) **Essential Cookies**

These Cookies are essential for the website to operate correctly. These cookies, none of which capture personally identifiable information, are as follows:

Cookie	What it does
Visitor ID	A numeric value that identifies unique visitors and provides coherence and consistency to a site visit
Page Number	Identifies the page you are on
Session ID	Identifies your website session

(2) Third-party cookies

Google Analytics Persistent & session cookies which analyse use of our website by storing cookies on a user's computer. We receive reports about use. Google stores this information – For information and contact details see www.google.com/privacypolicy.html

Examples include:

_utma	Session cookie which anonymously identifies each user so we can identify how many different people visit over time – expires after 2 years
_utmb	Session cookie, which together with _utmc, identifies each unique visit to the and website and calculates visit length – expires after 30 minutes of inactivity
_utmc	Session cookie which calculates search engine traffic, ad campaigns or email link. Expires 6 months from set/update
_utmz	Session cookie which calculates search engine traffic, ad campaigns or email link. Expires 6 months from set/update

Opt out of Google Analytics cookies at
<https://tools.google.com/dlpage/gaoptout>

Google Remarketing We use Google Remarketing to market products and services we think may be of interest to you. You may see our adverts on Google's Display Advertising Network or partner websites and Google's own search results pages. Our aim is to carefully select the products and services we remarket to you based on the pages you have visited on our website.

Opt out of Google personalised ads -
<https://support.google.com/ads/answer/2662922?hl=en-GB>

Facebook Persistent & session cookies which obtains information regarding the activities that users engage in whilst using our web pages. For information, contact details and to find out, visit <https://www.facebook.com/policies/cookies/>

Approval Date	Renewal Date	Version No.	Approved by	Date	Action taken
21.7.21	1.09.22	01	Matthew Curner	1.09.22	New policy drawn up
18.7.22	1.09.23	02	Matthew Curnier	1.09.23	Terminology reviewed.
20.07.23	20.07.24	03	Matthew	20.07.23	Terminology



Qualified Teachers. Quality Grades. KS1 to A Level.

			Curnier		reviewed.
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