



## COOKIES POLICY

**Updated September 2023**  
**Approved by the Principal**

### 1. What are Cookies?

- 1.1 We ask that you read this cookie policy carefully as it contains important information on the use of cookies on our website.
- 1.2 Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by online service providers to help build a profile of users.
- 1.3 They are also used to make websites work, or work more efficiently, as well as to provide information to the owners of the site. Some of this data will be aggregated or statistical, which means that we will not be able to identify you individually.
- 1.4 You can set your browser not to accept cookies and the information below explains how to remove cookies from your browser. However, some of our website features may not function as a result.

### 2. Types of Cookies

- 2.1 Session cookies — these cookies allow our website to link your actions during a particular browser session. They expire each time you close your browser and do not remain on your device afterwards.
- 2.2 Persistent cookies — these cookies are stored on your device in between browser sessions. They allow your preferences or actions across our website to be remembered. They will remain on your device until they expire, or until you delete them from your cache.
- 2.3 Strictly necessary cookies — these cookies are essential for you to be able to navigate our website and use its features. Without these cookies, the services you have asked for could not be provided.
- 2.4 Performance cookies — these cookies collect information about how you use our website, e.g., which pages you visit most often. These cookies do not collect personally identifiable information about you. All information collected by these cookies is aggregated and anonymous and is only used to improve how our website works.
- 2.5 Functionality cookies — these cookies allow our website to remember the choices you make (such as your username, language, last action and search preferences) and provide enhanced, more personal features. The information collected by these cookies is anonymous and cannot track your browsing activity on other websites.

### 3. Cookies We Use

3.1 The cookies we place on your device fall into the categories below. The table below provides more information about the cookies we use and why.

The Cookies We Use	What They Do
_ga_8G1JSDGSTM	Used by Google Analytics to persist the website session state
_ga	Associated with Google Universal Analytics, used to distinguish unique users by assigning a randomly generated number as a client identifier
_gid	Set by Google Analytics to store and update a unique value for each page visited and used to count and track pageviews
_gcl_au	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services
_gat_gtag_UA_60345825_1	Part of Google Analytics, used to limit requests (throttle request rate)
_fbp	Used by Meta to deliver a series of advertisement products such as real-time bidding from third-party advertisers
_wpfuid	Used to generate a unique identifier for each visitor to maintain session integrity and enhance the user experience on the website

### 4. How We Use Your Cookie

4.1 Big Creative Academy may request cookies to be set on your computer or device. Cookies are used to let us know when you visit our website, how you interact with us and to make your experience using the school website better for you. The cookies we collect may differ depending on what you are looking at on our website. You are able to adapt your cookie preferences but by blocking certain types of cookies, it may mean that your experience on the website is impacted.

### 5. Consent to Use Cookies

5.1 Big Creative Academy will ask for your permission (consent) to place cookies or other similar technologies on your device, except where they are essential to provide you with a service that you have requested (e.g., to enable you to put items in your shopping basket and to use our check-out process).

5.2 There is a notice on our home page which describes how we use cookies and requests your consent to place cookies on your device.

### 6. How to Turn Off Cookies

6.1 If you do not want to accept cookies, you can change your browser settings so that cookies are not accepted. If you do this, please be aware that you may lose some of the functionality of this website. For further information about cookies and how to disable them please go to the Information Commissioner's webpage on cookies: <https://ico.org.uk/for-the->

[public/online/cookies/](https://www.aboutcookies.org.uk/managing-cookies). You can disable cookies yourself by following the steps at this link:  
<https://www.aboutcookies.org.uk/managing-cookies>.