



Cookies and other Tracking Technologies Policy



Geason House | 145 North Street
Glasgow | G3 7DA
www.geasontraining.co.uk | 0330 088 9596

Contents

What are cookies?.....	2
How do we use cookies?	2
How can you manage cookies?	8
Use of tracking technology in connection with emails we send.....	9
Links and embedded content	9
Updates to this policy.....	9

This policy explains what cookies and tracking technologies we use and why we use them on both our website <https://www.geasontraining.co.uk> (our "Site") and in connection with the emails we send to you. Please read this policy fully.

What are cookies?

Cookies are small pieces of computer code that are placed on your computer, tablet or device when you access our Site. They are not harmful to your devices (like a virus or malicious code).

Cookies do not store personal information such as card numbers and passwords. Their most common use is to identify whether or not you have been on a website before, which items you looked at and if you placed anything in your basket but did not go through with the transaction.

When you next log on to our Site, your computer or mobile device's stored cookies will send a message to our Site to let it know you have been there before. This is why you may notice your basket contains the items you last put in there without buying, or similar products to those you have purchased in the past pop up as side adverts.

We want to be open with our customers and to reassure you that our cookies are safe and are used to help provide a smoother shopping process for you. Our cookies may appear with the file names of User, Cache, ASP.NET_SessionId and .SHAUTH, so if you spot these on your computer, you will understand why they have been stored there.

For further guidance on how to manage your computer's cookies as well as details of the benefits of allowing them to be stored on your devices, please see below.

How do we use cookies?

We have set out brief details of the cookies and similar technologies we use together with an overview of why we use them. To understand the table it is useful to know the following:

- » cookies have a lifetime. Some only last until you close your browser or a short time. These are called 'session cookies'. Some last longer though, for example, to allow a website to recognise you when you return to them. These are called 'persistent cookies'.
- » cookies placed directly by a website owner (like us) are known as 'first party cookies' and most modern websites also use technology provided by other people/businesses. Cookies placed by other parties are known as 'third party cookies'.

This section relates to performance cookies

What are they?

These cookies collect information about how you use our Site, for example which pages you go to most often and if you get an error message. These cookies are used to improve how our Site works.

Other information

These cookies are set to better understand your use of our Site and how we can improve our Site. Our partners uses these cookies to allow us to monitor activity on our Site and see how our customers shop, browse and use our Site. This enables our Site to be as useful and relevant as possible to our customers, helping to improve the online experience for them.

Cookie name	What is it used for?	Other information
PHPSESSID	General Purpose Identifier to maintain user session variables	Maintaining a logged in status for a user between pages
_utma	_utma is a persistent cookie that lasts for 2 years. This is used to determine unique visitors to our site. It keeps track of the number of times a user has accessed the Site and when their first and last visit occurred.	Google Analytics collects information such as how often users visit our Site, what pages they visit when they do so, what other websites they used prior to coming to our Site and enables us to see where those people who click on our site obtained the address from, such as from a search engine, email or online advert. We can also see whether or not our promotions are boosting the number of individuals who visit our site, as well as which features, articles and blogs have proven the most popular.
_utmb	_utmb is a persistent cookie that lasts for 30 minutes. This is used to establish and continue a use session with our Site. It records the times at which a user accesses and leaves the Site.	
_utmz	_utmz is a persistent cookie that lasts for 6 months. This stores information regarding how users reach our Site, whether via a direct method, a referring link, a website search or a campaign such as an ad or an email link. It is used to calculate search engine traffic, ad campaigns and page navigation within our Site.	

_utm	_utm is a session cookie. This is used to establish and continue a use session with our Site. It records the times at which a user accesses and leaves the Site.	
_gac_UA-66176877-1	Contains campaign related information for the user. If you have linked your Google Analytics and Google Ads accounts, Google Ads website conversion tags will read this cookie unless you opt-out	
_hjIncludedInSample	Hotjar cookie. This session cookie is set to let Hotjar know whether that visitor is included in the sample which is used to generate funnels.	
_hjid	Hotjar cookie. This cookie is set when the customer first lands on a page with the Hotjar script. It is used to persist the random user ID, unique to that site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.	
_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers	
_ga	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports. By default it is set to expire after 2 years, although this is	Performance

	customisable by website owners.	
_gcl_au	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services	Targeting/Advertising
_gid	This cookie name is associated with Google Universal Analytics to distinguish users. This cookie has a life span of 24 hours.	Performance
ajs_anonymous_id	These cookies are generally used for Analytics and help count how many people visit a certain site by tracking if you have visited before. This cookie has a lifespan of 1 year.	Functionality
ajs_group_id	These cookies track visitor usage and events within the website. Cookies in this domain have lifespan of 1 year.	Targeting/Advertising
ajs_user_id	This cookie helps track visitor usage, events, target marketing, and can also measure application performance and stability. Cookies in this domain have lifespan of 1 year.	Targeting/Advertising
mp_hj_mixpanel	This session cookie is set to let Hotjar know whether that visitor is included in the sample which is used to generate funnels.	
Intercom-id-c5ke8zbr	To analyse visitor movement on each page and identify ways of improving the layout for ease of use / productivity.	
IDE	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	
Pref	This cookie, which may be set by Google or DoubleClick, may be used by advertising partners to build a profile of interests to show relevant ads	

	on other sites. It works by uniquely identifying your browser and device.	
collect	used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	
test_cookie	This cookie is set by DoubleClick (which is owned by Google) to determine if the website visitor's browser supports cookies.	
Embedded Youtube Videos		
yt-remote-cast-installed	We use YouTube to embed a selection of videos on our site.	
VISITOR_INFO1_LIVE	The embedded videos do not set cookies themselves and can be played with no cookies set. However, if the 'Share' button is clicked YouTube will set these two cookies: VISITOR_INFO1_LIVE cookie attempts to estimate your bandwidth and the use_hitbox cookie increments the 'views' counter on the YouTube video. These cookies don't gather information that identifies a user. This cookie is set by YouTube to keep track of user preferences for YouTube videos embedded in sites; it can also determine whether the website visitor is using the new or old version of the YouTube interface.	
yt-remote-connected-devices	Used by YouTube to monitor user preferences when viewing an embedded YouTube video.	
yt-remote-device-id	YouTube uses a unique ID to keep statistics of what videos from YouTube the user has seen.	
yt-remote-fast-check-period	Stores the user's video player preferences using embedded YouTube video.	

yt-remote-session-name	Stores the user's video player preferences using embedded YouTube video.	
<p>This section relates to strictly necessary cookies</p> <p>What are they? These cookies are essential to enable you to move around our Site and use its features. If you choose to switch off these cookies, you may not be able to use or access all of our Site.</p>		
Cookie name	What is it used for?	Other information
PHPSESSID	General Purpose Identifier to maintain user session variables	Maintaining a logged in status for a user between pages

How can you manage cookies?

If cookies are enabled on your computer, tablet or device, it means you are able to enjoy a full browsing experience. Allowing cookies to run means you can access the full features of our Site.

The main way to see what cookies are enabled and to manage cookies that are set on your computer, tablet or device is through adjusting your web browser settings. To manage cookies on your smart phone or tablet please refer to your user manual.

Here is the guidance for PCs:

Google Chrome

- » Click on Cog at the top of your browser window and select Settings
- » Scroll down until you see 'Show Advanced Settings' and click
- » Locate the 'Privacy' section, and select the 'Content settings' button

Microsoft Internet Explorer

- » Click on 'Tools' or the Cog (dependant on version) at the top of your browser window and select 'Internet options'
- » Click on the 'Privacy' tab

Mozilla Firefox

- » Click on the 'Firefox' menu at the top of your browser window and select Options
- » Then select the Privacy icon

Safari

- » Click on the Cog icon at the top of your browser window and select the 'Preferences' option
- » Click on 'Security'

Opera

- » Click on the 'Opera' menu at the top of your browser window and select 'Settings' then click 'Preferences'
- » Select the 'Advanced' tab, then select 'Cookies' option

Here is the guidance for Macs:

Safari

- » Click on 'Safari' at the top of your browser window and select the 'Preferences' option
- » Click on 'Security'

Mozilla and Netscape

- » Click on 'Mozilla' or 'Netscape' at the top of your browser window and select the 'Preferences' option
- » 2. Scroll down until you see cookies under 'Privacy & Security'

Microsoft Internet Explorer:

- » 1. Click on 'Explorer' at the top of your browser window and select 'Preferences' options
- » 2. Scroll down until you see 'Cookies' under Receiving Files.

Use of tracking technology in connection with emails we send

In addition to the cookies on our Site, we may use tracking technologies in connection with the emails we send to you. We may use: (i) website links in our emails which track whether or not you have clicked on such links; and (ii) small transparent image file(s) which records how you interact with the email. This may include whether you have received the email, opened the email, clicked on a link contained in the email, forwarded or replied to the email or unsubscribed from future emails.

If we use the above tracking technologies, we will only store personal data collected by these tracking technologies in an aggregated form so you can no longer be identified, and in such cases, we will continue to keep and use this anonymised information.

We will never share any personal data collected by these tracking technologies with a third party but we do share aggregated data. Where relevant, if you do not wish to give us this information, you can choose to turn off automatic image loading in the settings section of your email provider.

Links and embedded content

Our Site links to and embeds content from other websites, including in particular in relation to YouTube embedded content function. A link or 'frame' does not represent any recommendation or endorsement by us and does not mean that we have an association with the linked website(s). We are not responsible for the content or privacy policies of these websites, nor for the way in which information about their users is treated. For more information regarding the privacy practices of these websites please contact them directly.

Updates to this policy

We regularly review the cookies and tracking technologies we and our suppliers use to continually improve our services to you. As a result, we will need to change this policy from time to time to keep it accurate and up to date. Whenever we change this policy, we will post a revised version on our Site. That way, you can check to see if you're still happy and adjust your settings if you want to before proceeding any further.