

# COOKIES POLICY

Last updated: **01/06/2024**

The Teacher Trainer Ltd would hereafter be referred to as 'TTT' in this document.

## Scope of the policy

This policy is provided for TTT customers, including learners and staff members who are using or delivering the courses or qualifications TTT offer.

## Location of the policy

This policy is available for all staff members, third parties and learners to access. The most up to date version of the policy is available on our website [www.theteachertrainer.co.uk](http://www.theteachertrainer.co.uk).

## Communication of the policy

It is important that TTT staff (involved in the management, delivery, assessment and quality assurance of nationally recognised qualifications) and learners undertaking our qualifications, are fully aware of the contents of the policy. It is a requirement that staff at TTT access, read and understand the policy during their induction.

## Review of the policy

TTT will review the policy annually as part of our self-evaluation process and revise it as and when necessary. The review process includes analysis of monitoring data, consultation with and feedback from customers, learners, clients, staff and other stakeholders, changes in practices, actions required by Awarding Organisations or changes in legislation to determine the impact of the policy and any action required. Our review will ensure that our procedures continue to be consistent with the regulatory criteria and are applied properly and fairly in arriving at judgements.

## Cookies and links to other sites

### Our use of IP addresses and cookies

We may collect information about your computer, including (where available) your IP address, operating system and browser type, for system administration and to analyse aggregate information. This is statistical data about our users' browsing actions and patterns and does not identify any individual(s).

For the same reason, we may obtain information about your general internet usage by using a cookie file. A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added, and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

Cookies enable us:

- To estimate our audience size and usage pattern
- To store information about your preferences, and so allow us to customise our website according to user needs
- To speed up your searches

- To recognize you when you return to our site

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

By using the website of The Teacher Trainer Ltd, you consent to the usage of data captured by the use of cookies. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to our site. Declining cookies may prevent you from taking full advantage of the website.

### **The third-party tools we use:**

- Google Analytics:** Page views, source and time spent on website are part of the user website activities information we can see with this cookie. This information cannot be tracked back to any individuals as it is displayed as depersonalised numbers; this is in order to help protect your privacy whilst using our website. Using Google Analytics, we can take account of which content is popular, helping us to provide you with reading and viewing materials which you will enjoy and find useful in the future. We also use Google Analytics Remarketing cookies to display adverts on third party websites to our past site users, based on their past visits. The data we collect will only be used in accordance with our own Privacy Policy and [Google's Privacy Policy](#). Should you not wish for your website visits to be recorded by Google Analytics, you are able to opt-out with the addition of a browser add-on: [Google Analytics Opt-out Browser Add-on](#).
- Google Analytics Advertiser:** We use Google Analytics Advertiser features, which helps us to better understand site visitors, via anonymised data. This can include collecting information from:
  - Google Display Network Impression Reporting
  - DoubleClick Platform integrations
  - Google Analytics Demographics and Interest Reporting
  - Remarketing with Google Analytics

This information is collected via Google advertising cookies and anonymous identifiers, in addition to data collected through the standard Google Analytics implementation. It allows us to understand what type of users visit the site, which then allows us to improve the website's offerings for a better user experience.

- Google AdWords:** We use Google AdWords to see which pages led to our users submitting contact forms to us, which allows us to create a more effective marketing campaigns and make better use of our paid search budget.
- DoubleClick:** We use DoubleClick cookies and remarketing codes on our website to record user activity. The information we collect allows us to create targeted advertising in future work and across Google's network of partners.

- e) **Website Optimiser:** Our website optimiser uses cookies to remember your search history. The information collected is anonymous and not personally identifiable and allows us to generate more relevant results for your searches in the future.
- f) **Call Tracking:** We use Call Tracking to set dynamic phone numbers on our website. These help us identify how you found the website when you call us and allows us to identify the source that you used to find the website. It gives a better idea of our users' requirements and lets us tailor our advertising methods in the future. If you phone us, your call may be recorded for training and quality purposes.
- g) **Visitor Tracking:** We often record and monitor user's behaviour around a website to analyse how we can improve its performance.
- h) **Facebook:** The Teacher Trainer Ltd use technology on our website called 'Facebook Pixel'. This technology allows us to track visitors who are referred here, to our website, via the Facebook/Instagram/Messenger app, a page or an advert on Facebook/Instagram/Messenger. Whilst we will share information in relation to your visit to our website with Facebook, this does not include specific information about your own personal details. The information will be used by Facebook, on our behalf, to calculate the success of our advertisements. We also use Facebook Pixel to allow us to present adverts on and off Facebook. You can find out more about this on [Facebook's Data Policy](#) page, which details the information we share in accordance with their policy. [Click here](#) to alter the permissions for Facebook Conversion Tracking.

Please click [here](#) for more information regarding cookies and our use of them.

### **Links to other websites**

Our website contains hyperlinks to many other websites. We are not responsible for the content or functionality of any of those external websites (but please let us know if a link is not working by going to our 'Contact Us' page).

If an external website requests personal information from you, the information you provide will not be covered by TTT's Privacy Policy. We suggest you read the Privacy Policy of any website before providing any personal information.

When purchasing goods or services from any of the businesses that our site links to, you will be entering into a contract with them (agreeing to their terms and conditions) and not with TTT.