



COOKIE POLICY

What's a cookie?

•A "cookie" is a piece of information that is stored on your computer's hard drive if you agree to this and which records how you move your way around a website so that, when you revisit that website, it can present tailored options based on the information stored about your last visit. Cookies can also be used to analyse traffic and for advertising and marketing purposes.

•Cookies are used by nearly all websites and do not harm your system.

We are required to obtain your consent for all non-essential cookies used on our website. You can block cookies (including essential cookies) at any time by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block essential cookies you may not be able to access all or parts of our site.

How do we use cookies?

•We use cookies to track your use of our website. This enables us to understand how you use the site and track any patterns with regards how you are using our website. This helps us to develop and improve our website as well as products and / or services in response to what you might need or want.

•Cookies are either:

- Session cookies: these are only stored on your computer during your web session and are automatically deleted when you close your browser – they usually store an anonymous session ID allowing you to browse a website without having to log in to each page but they do not collect any personal data from your computer; or

- Persistent cookies: a persistent cookie is stored as a file on your computer and it remains there when you close your web browser. The cookie can be read by the website that created it when you visit that website again.[We use persistent cookies for Google Analytics.

•Cookies can also be categorised as follows:



- Strictly necessary cookies: These cookies are essential to enable you to use the website effectively, such as when buying a product and / or service. Without these cookies, the services available to you on our website cannot be provided. These cookies do not gather information about you that could be used for marketing or remembering where you have been on the internet.

- Performance cookies: These cookies enable us to monitor and improve the performance of our website. For example, they allow us to count visits, identify traffic sources and see which parts of the site are most popular.

- Functionality cookies: These cookies allow our website to remember choices you make and provide enhanced features. For instance, we may be able to provide you with news or updates relevant to the services you use. They may also be used to provide services you have requested such as viewing a video or commenting on a blog. The information these cookies collect is usually anonymised.

- Targeting cookies: These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests.

- First and third party cookies: First party cookies are cookies set by our website. Third party cookies are cookies on our website that are set by a website other than our website, such as where we have adverts on our website or use Facebook pixels so that we can show you relevant content from us when you are on Facebook.

First Party Cookies:

- **Allow Cookies**

This cookie is used to determine whether the user allows cookies or not. This cookie is provided by our Website Creators: E4Education.

We use third party cookies on our website and these are set out in the table below.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Name	Description	Duration	Data type
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EXCEPTIONAL ACADEMICS

_hjClosedSurveyInvites	Hotjar cookie that is set once a user interacts with an External Link Survey in an on modal. It is used to ensure that the same invite does not reappear if it has already been shown.	365 days	Boolean true/false
_hjDonePolls	Hotjar cookie that is set once a user completes a survey using the On-site Survey widget. It is used to ensure that the same survey does not reappear if it has already been filled in.	365 days	Boolean true/false
_hjMinimizedPolls	Hotjar cookie that is set once a user minimizes an On-site Survey widget. It is used to ensure that the widget stays minimized when the user navigates through your site.	365 days	Boolean true/false
_hjShownFeedbackMessage	Hotjar cookie that is set when a user minimizes or completes Incoming Feedback. This is done so that the Incoming Feedback will load as minimized immediately if the user navigates to another page where it is set to show.	365 days	Boolean true/false
_hjSessionTooLarge	Causes Hotjar to stop collecting data if a session becomes too large. This is determined automatically by a signal from the WebSocket server if the session size exceeds the limit.	Session	Boolean true/false
_hjid	Hotjar cookie that is set when the customer first lands on a page with the Hotjar script. It is used to persist the Hotjar User ID, unique to that site on the browser. This ensures that behavior in	365 days	UUID

subsequent visits to the same site are attributed to the same user ID.



EXCEPTIONAL ACADEMICS

<code>_hjRecordingLastActivity</code>	This should be found in Session storage (as opposed to cookies). This gets updated when a user recording starts and when data is sent through the WebSocket (the user performs an action that Hotjar records).	Session	Numerical Value (Timestamp)
<code>_hjTLDDTest</code>	When the Hotjar script executes we try to determine the most generic cookie path we should use, instead of the page hostname. This is done so that cookies can be shared across subdomains (where applicable). To determine this, we try to store the <code>_hjTLDDTest</code> cookie for different URL substring alternatives until it fails. After this check, the cookie is removed.	Session	Boolean true/false
<code>_hjUserAttributesHash</code>	User Attributes sent through the Hotjar Identify API are cached for the duration of the session in order to know when an attribute has changed and needs to be updated.	Session	Hash
<code>_hjCachedUserAttributes</code>	This cookie stores User Attributes which are sent through the Hotjar Identify API, whenever the user is not in the sample. These attributes will only be saved if the user interacts with a Hotjar Feedback tool.	Session	JSON
<code>_hjLocalStorageTest</code>	This cookie is used to check if the Hotjar Tracking Script can use local storage. If it can, a value of 1 is set in this cookie. The data stored in <code>_hjLocalStorageTest</code> has no expiration time, but	Under 100ms	Boolean true/false

it is deleted almost immediately after it is created.



_hjIncludedInPageviewSample	This cookie is set to let Hotjar know whether that user is included in the data sampling defined by your site's pageview limit.	30 minutes	Boolean true/false
_hjIncludedInSessionSample	This cookie is set to let Hotjar know whether that user is included in the data sampling defined by your site's daily session limit.	30 minutes	Boolean true/false
_hjAbsoluteSessionInProgress	This cookie is used to detect the first pageview session of a user. This is a True/False flag set by the cookie.	30 Minutes	Boolean true/false
_hjFirstSeen	This is set to identify a new user's first session. It stores a true/false value, indicating whether this was the first time Hotjar saw this user. It is used by Recording filters to identify new user sessions.	Session	Boolean true/false
_hjViewPortId	This stores information about the user viewport such as size and dimensions.	Session	UUID
_hjRecordingEnabled	This is added when a Recording starts and is read when the recording module is initialized to see if the user is already in a recording in a particular session.	Session	Boolean true/false



EXCEPTIONAL ACADEMICS

<p>Universal Analytics (Google)</p> <p>_ga _gali _gat _gid</p>	<p>These cookies are used to collect information about how visitors use our website. We use the information to compile reports and to help us improve the website. The cookies collect information in an anonymous form, including the number of visitors to the website and blog, where visitors have come to the website from and the pages they visited.</p>
<p>Application firewall cookie</p> <p>_zjc*</p>	<p>This cookie is set by a third-party web application firewall from Dyn to help maintain the security and performance of our website. Some traffic may receive a challenge to check if it is genuine and if it is, a cookie is set so the user isn't challenged again.</p>
<p>Security breach notification form cookie</p> <p>ASP.NET_SessionId</p>	<p>This cookie is essential for the breach notification form – the form that public electronic communications service providers use to notify the ICO of a security breach – to operate. It is set only for those people using the form. This cookie is deleted when you close your browser.</p>
<p>YouTube cookies</p> <p>PREF* VSC* VISITOR_INFO1_LIVE* remote_sid*</p>	<p>We embed videos from our official YouTube channel using YouTube's privacy-enhanced mode. This mode may set cookies on your computer once you click on the YouTube video player, but YouTube will not store personally-identifiable cookie information for playbacks of embedded videos using the privacy-enhanced mode.</p> <p>Read more at YouTube's embedding videos information page.</p> <p>PREF - * Expires after eight months VSC - * expires at the end of your session VISITOR_INFO1_LIVE - *expires after eight months remote_sid - * expires at the end of your session</p>

You can alter your cookie preferences at any time by **scrolling to the bottom of our website page, clicking the 'cookies' link and clicking revoke**. Please refresh your page to ensure that the new settings have taken effect.

You can also control your cookie settings through your web browser.

You can opt out of being tracked by Google Analytics across all websites, by going to <http://tools.google.com/dlpage/gaoptout>.

Except for essential cookies, all cookies will expire after 365 days.

If you have any questions about the cookies that we use, feel free to email us at info@exceptionalacademics.com

