

## ESTRIDE Cookie Policy

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The table below summarises the different types of cookie we use on Estride Sites, together with their respective purpose and duration (i.e. how long each cookie will remain on your device).

## What are cookies?

Cookies are files or pieces of information that may be stored on your computer (or other internet enabled devices, such as a smartphone or tablet) when you visit a Estride Site. A cookie will usually contain the name of the website from which the cookie has come from, the "lifetime" of the cookie (i.e. how long it will remain on your device), and a value, which is usually a randomly generated unique number.

## What do we use cookies for?

We use cookies to make the Estride Sites easier to use and to better tailor the Estride Sites and our products to your interests and needs. Cookies may also be used to help speed up your future activities and experience on our Sites. We also use cookies to compile anonymous, aggregated statistics that allow us to understand how people use our Sites and to help us improve their structure and content. We cannot identify you personally from this information.

## What types of cookies do we use?

Two types of cookies may be used on the Estride Sites - "session cookies" and "persistent cookies". Session cookies are temporary cookies that remain on your device until you leave the Estride Site. A persistent cookie remains on your device for much longer or until you manually delete it (how long the cookie remains on your device will depend on the duration or "lifetime" of the specific cookie and your browser settings).

Some of the pages you visit may also collect information using pixel tags (also called clear gifs) that may be shared with third parties which directly support our

promotional activities and website development. Information about visitors to Estride Sites may be shared with our third-party advertising agency to better target Internet banner advertisements on our websites. The information is not, however, personally identifiable, although it could be linked to your personal information.

Cookies used on Estride Sites

Type of Cookie	What do they do?	Do these cookies collect my personal data / identify me?
Necessary	These cookies are essential to make Estride websites work correctly, they enable you to move around our websites and use our features. Examples include remembering previous actions (e.g. entered text) when navigating back to a page in the same session.	These cookies don't identify you as an individual. If you do not accept these cookies, it may affect the performance of the website, or parts of it.
Performance	These cookies help us understand how visitors interact with our websites by providing information about the areas visited, the time spent on the website, and any issues encountered, such as error messages. This helps us improve the performance of our websites.	These cookies don't identify you as an individual. All data is collected and aggregated anonymously.
Functionality	These cookies allow our websites to remember the choices you make (such as your user name, language or the region you are in) to provide a more personalised online experience. They can also enable visitors to watch videos, play games and engage with social tools, such as blogs, chatrooms and forums.	The information these cookies collect may include personally identifiable information that you have disclosed, such as your username or profile picture. We shall always be transparent with you about what information we collect, what we do with it and with whom we share it. If you do not accept these cookies, it may affect the performance and functionality of the website and may restrict access to content on the website.
Targeting / advertising	These cookies are used to deliver content that is more relevant to you and your interests. They may be used to deliver targeted advertising or to limit the number of times you see an advertisement. They also help us	Most types of these cookies track consumers via their <a href="#">IP address</a> so may collect some personal identifiable information.

	<p>measure the effectiveness of advertising campaigns on Estride and non –Estride websites.</p> <p>We may use these cookies to remember websites you have visited and we may share this information with other parties, including advertisers and our agencies.</p>	
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## Do we use third party cookies?

We use a number of suppliers that may also set cookies on your device on our behalf when you visit the Estride Sites to allow them to deliver the services they are providing. To get more information about these cookies, as well as information about how to opt-out of receiving such cookies, [click here](#).

When you visit the Estride Sites you may receive cookies from third party websites or domains. We endeavour to identify these cookies before they are used so that you can decide whether or not you wish to accept them. More information about these cookies may be available on the relevant third party's website.

## How can I control or delete cookies?

Most internet browsers are initially set up to automatically accept cookies. You can change the settings to block cookies or to alert you when cookies are being sent to your device. There are a number of ways to manage cookies. Please refer to your browser instructions or help screen to learn more about how to adjust or modify your browser settings.

If you disable the cookies that we use, this may impact your experience while on the Estride Sites, for example you may not be able to visit certain areas of a Estride Site or you may not receive personalised information when you visit a Estride Site.

If you use different devices to view and access the Estride Sites (e.g. your computer, smartphone, tablet etc.) you will need to ensure that each browser on each device is adjusted to suit your cookie preferences.

**Session / temporary** - These cookies are deleted from your device after you leave the website.

**Permanent / persistent** - These cookies are not deleted from your device after you leave the website. They remain on your device for a longer period of time.