Cookie Policy

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1. What is a cookie?

A cookie is a small text file that some websites store via the browser on Your computer's hard drive when You visit them. Cookies are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the Site. Some expire at the end of Your session on the Site, others will remain on Your computer for a little longer. When You return to websites or visit websites that use the same cookies, these cookies and therefore Your browsing device, are recognised. Cookies do lots of different and useful jobs such as letting You navigate between pages efficiently, remembering Your preferences and generally improving Your browsing experience. Cookies can also be used to customise areas of content online to be more relevant to You and Your interests. We use cookies on our Site to make Your browsing experience better. By using this Site, You accept our use of cookies.

2. First party cookies

First-party cookies are cookies set by the specific website visited by the user i.e. the website displayed in the URL window.

3. Third party cookies

Some third party cookies are set by services that appear on our pages. They are set by the operators of that service and are not in our control. They relate to the ability of users to share content on this site, as indicated by the icons on the Site. When and if You decide to share ProfiTutors content using social media sharing tools on our Site, You may be presented with cookies from third party sites such as Facebook, X or others. ProfiTutors does not control how these sites use cookies, therefore You should refer to the relevant sites own privacy and cookie policy to understand how they use cookies.

4. Cookie categories

The type of cookie used on this Site can be put into 1 of 4 categories, based on the International Chamber of Commerce guide to cookie categories:

4.1. Strictly necessary cookies

These cookies are essential, as they enable You to move around a website and use its features, such as accessing secure areas. Without these cookies, Services You've asked for (such as access to secure areas) cannot be provided. These cookies don't gather information about You that could be used for marketing or remembering where You've been on the internet. These cannot be restricted or blocked.

4.2. Performance cookies

These cookies collect information about how You use a website, for example which pages You go to most often and if You get any error messages from certain pages. These cookies don't gather information that identifies You. All information these cookies collect is anonymous and is only used to improve how a website works. These cookies are not used to target You with online advertising. Without these cookies we cannot learn how our Site is performing and make relevant improvements that could better Your browsing experience. These can be restricted or blocked.

4.3. Functionality and profile cookies

These cookies allow a website to remember choices You make (such as Your user name, language or the region You are in) and tailor the website to provide enhanced features and content for You. For instance, they remember Your log-in details and allow You to watch videos. They also ensure the onsite marketing and experience is relevant to You. These cookies can also be used to remember changes You've made to text size, font and other parts of pages that You can customise. The information these cookies collect may be anonymous and they cannot track Your browsing activity on other websites. Without these cookies, a website cannot remember choices You've previously made or personalise Your browsing experience. These can be restricted or blocked.

4.4. Targeting cookies

These cookies gather information about Your browsing habits. They remember that You've visited a website and share this information with other organisations such as advertisers. They do this in order to provide You with ads that are more relevant to You and Your interests. Although these cookies can track Your visits to other websites, they don't usually know who You are. Without these cookies, online advertisements You encounter will be less relevant to You and Your interests. These can be restricted or blocked.

5. ProfiTutors's use of cookies

Cookies on our Site are used for the following purposes:

5.1. To enable You to register and submit Your information on to the relevant online form to request the Services and to have said details remembered for later;

5.2. To improve the Site's usability

These cookies collect information about how You use a website, for example which pages You go to most often and if You get any error messages from certain pages. These cookies don't gather information that identifies You. All information these cookies collect is anonymous and is only used to improve how a website works. These cookies are not used to target You with online advertising. Without these cookies we cannot learn how our Site is performing and make relevant improvements that could better Your browsing experience. These can be restricted or blocked.

5.3. To analyse the use of our Site through Analytics software

This software is used to evaluate how users interact with the site and helps us make site improvements and suggest new features. A list of the analytics software we use along with details on how these cookies are used can be found below:

We use Google Analytics and Google Tag Manager, popular web analytics services provided by Google, Inc. The information generated by the cookie about Your use of our Site (including Your IP address) will be transmitted to and stored by Google on servers in the United States. Google Analytics will use this information for the purpose of evaluating Your use of our Site, compiling reports on Site activity and behaviour – such as the typical length of stay on the Site or the average number of pages a user views or for the purpose of providing other services relating to Site activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google undertakes not to associate Your IP address with any other data held by

Google. If you wish to opt out of Google Analytics tracking you may do so using the tool provided by Google https://tools.google.com/dlpage/gaoptout

5.4. We may publish Google Adsense interest-based advertisements on our Site

These are tailored by Google to reflect Your interests. To determine Your interests, Google will track Your behaviour on our Site and on other Sites across the web using the DART cookie. You can view, delete or add interest categories associated with your browser using Google's Ads Preference Manager, available at: https://myadcenter.google.com. You can opt-out of the Adsense partner network cookie at: https://policies.google.com/technologies/ads

5.5. In addition to adsense we also use the third party cookies listed below

To opt out of ad related cookies you can visit the individual providers list or use the NAI's (Network Advertising Initiative's) multi-cookie opt-out mechanism at: https://optout.networkadvertising.org/. However, these opt-out mechanisms use cookies, and if You clear the cookies from Your browser Your opt-out will not be maintained. To ensure that an opt-out is maintained in respect of a particular browser, You should use the Google browser plug-in available at: https://support.google.com/ads/answer/7395996.

⇒ **Bing**: https://advertise.bingads.microsoft.com/en-gb/resources/policies/microsoft-bing-ads-privacy-policy
⇒ **Facebook**: https://www.facebook.com/policies/cookies/
⇒ **X** (ex-Twitter): https://help.x.com/en/rules-and-policies/x-cookies
⇒ **Google Ads**: https://www.google.com/policies/technologies/ads/

Most web browsers will allow you to block and delete selected / all cookies currently installed on your device. Depending on your browser, further information can be obtained via the following links:

⇒ **Firefox**: https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer
⇒ **Google Chrome**: https://support.google.com/chrome/answer/95647?hl=en
⇒ **Safari**: https://support.apple.com/en-us/105082
⇒ **Opera**: https://www.opera.com/help

6.0 Want to learn more about cookies?

You can manage these small files and learn more about them from the Directgov article: Internet Browser cookies — what they are and how to manage them.

7.0 Want to restrict or block any cookies?

By using our Site, You agree that We can place cookies on Your device. However, if You would like to restrict or block cookies used on our Site (or on any website), You will need to change the browser settings in each browser You use and on each device You use to access the internet.

Please be aware that some of our Services will not function if Your browser does not accept the cookies.

More information about cookies can be found at:

⇒ https://allaboutcookies.org
⇒ Guide to online advertising and privacy

We keep our Cookies Policy under regular review. This Cookies Policy was last updated on 09 January 2025.