Cookies Policy	
Version No	3.0
Operational from	September 2026
Policy prepared by	Director of Quality, Compliance & Excellence
Approved by	Educationwise Board
Next review	September 2027

Policy statement

Educationwise is committed to using cookies and similar technologies responsibly, transparently and in line with data protection and electronic communications law.

We will provide clear information about the technologies used on our website and give visitors appropriate control over non-essential cookies.

Cookies and similar technologies that require consent will not be used unless the visitor has made an active choice to accept them.

Purpose

The purpose of this policy is to explain:

- What cookies and similar technologies are
- Why Educationwise uses them
- The different types of cookies that may be used
- When consent is required
- How visitors can accept, reject or manage cookies
- How visitors can withdraw their consent
- How Educationwise reviews and monitors the technologies used on its website

This policy should be read alongside Educationwise's Privacy Policy and Data Protection Policy.

Scope

This policy applies to Educationwise's public website and any online services controlled by Educationwise that use cookies or similar technologies. Where Educationwise online services are likely to be accessed by children or young people, Educationwise will consider age-appropriate privacy requirements and apply appropriate protections where relevant.

It applies to:

- Website visitors
- Learners and apprentices
- Employers
- Staff
- Applicants
- Partners and other users of Educationwise's online services

Third-party websites or platforms linked from the Educationwise website will have their own cookie and privacy arrangements.

What are cookies?

Cookies are small files that are stored on a person's computer, tablet, mobile phone or other device when they visit a website.

Cookies can support the operation of a website, remember choices, maintain security and provide information about how visitors use online services.

Some cookies only operate during a website visit and are deleted when the browser is closed. Others remain on the device for a set period or until they are deleted.

Similar technologies

This policy also applies to other technologies that store or access information on a person's device.

These may include:

- Tracking pixels
- Web beacons
- Scripts and tags
- Local storage
- Device identifiers
- Device fingerprinting
- Technologies used within embedded content

The Privacy and Electronic Communications Regulations apply to these technologies as well as traditional cookies.

How Educationwise uses cookies

Educationwise may use cookies and similar technologies to:

- Keep the website secure
- Support website navigation
- Enable access to online forms and services
- Remember choices and preferences
- Maintain a user's session after they sign in
- Identify and resolve technical faults
- Understand how visitors use the website
- Improve website content and performance
- Support videos, chatbots or other embedded features
- Measure the effectiveness of marketing activity
- Deliver relevant advertising where consent has been given

The technologies used may change when Educationwise updates its website, introduces a new service or changes a third-party supplier.

Types of cookies

Strictly necessary cookies

Strictly necessary cookies support the basic operation, security and delivery of a service requested by the visitor.

These may be used to:

- Maintain website security
- Prevent or detect fraud
- Identify technical faults
- Authenticate a user
- Maintain a user's session
- Remember cookie preferences
- Enable an online form or service to work

These cookies do not normally require consent because the requested service could not be provided properly without them.

Visitors cannot disable strictly necessary cookies through the Educationwise cookie settings. They may be able to block them through their browser, although this may prevent parts of the website from working correctly.

Analytics and statistical cookies

Analytics technologies help Educationwise understand how the website is used.

They may collect information such as:

- The number of visits to a page
- How long visitors spend on the website
- The pages visitors move between
- The type of device or browser used
- Whether visitors experience technical problems

Educationwise may use analytics without consent where the sole purpose is to produce aggregate statistical information to improve the website or service and all legal conditions are met.

Where this exception is used:

- Clear information will be provided
- Visitors will be given a simple and free way to object
- Information will not be used to identify, track or profile individuals
- Individual-level information will not be retained longer than necessary
- Information will not be used for advertising purposes

Where these conditions are not met, analytics cookies will only be used with consent.

Functional and preference cookies

Functional cookies allow the website to remember choices made by a visitor.

These may include:

- Language preferences
- Display preferences
- Accessibility settings
- Font size
- Video or media settings

Some preference technologies may be used without consent where their sole purpose is to adapt the website's appearance or functionality to a visitor's choice.

Where this exception is used, Educationwise will provide clear information and a simple and free way to object. Where the technology is used for any additional purpose, consent will be obtained.

Advertising and marketing cookies

Advertising and marketing technologies may be used to:

- Measure advertising campaigns
- Understand whether a visitor responded to an advert
- Limit how often an advert is displayed
- Provide advertising based on interests or previous website activity
- Link website activity with services such as Google Ads or LinkedIn

These technologies will only be used where the visitor has provided consent.

Consent is required where technologies are used for online advertising, tracking, profiling or predicting an individual's interests, preferences or behaviour.

First-party and third-party cookies

First-party cookies

First-party cookies are set directly through an Educationwise website or online service.

They may support security, website functions, preferences or analytics.

Third-party cookies

Third-party cookies are set or accessed by another organisation whose service is used on the Educationwise website.

These may include organisations providing:

- Website analytics
- Advertising
- Embedded videos
- Social media content
- Chatbot services
- Online forms
- Website security or hosting

Educationwise will identify relevant third parties and explain their purposes within the cookie settings or cookie information provided to visitors.

Where third-party technology requires consent, it will not be activated until valid consent has been provided. The ICO requires users to be told which third parties are involved and what information will be shared with them.

Embedded content

Some Educationwise webpages may include content provided by other organisations, such as videos, maps, social media content or interactive services.

These services may use cookies or similar technologies.

Where possible, Educationwise will configure embedded content so that non-essential technologies are not used as soon as the webpage loads.

Visitors may be asked to make a choice before opening or interacting with embedded content. Clear information will be provided where using the feature may result in information being shared with a third party.

Cookie consent and preferences

When a visitor first uses the Educationwise website, they may be shown a cookie banner or settings panel.

The consent mechanism will allow visitors to:

- Accept non-essential cookies
- Reject non-essential cookies
- Choose between different purposes
- Access further information
- Return to their settings and change their choices

Accepting cookies must be an active choice. Educationwise will not treat silence, inactivity or continued browsing as consent.

Where consent is required:

- Non-essential cookies will be disabled by default
- Visitors will be able to reject cookies as easily as they can accept them
- Consent choices will be recorded
- Visitors will be able to withdraw consent
- New consent will be requested where the purposes or third parties materially change

These arrangements reflect the ICO's expectations for valid cookie consent mechanisms.

Withdrawing consent

Visitors can change or withdraw their consent at any time through the Cookie Settings option on the Educationwise website.

Educationwise will keep cookie consent choices under review and seek fresh consent where appropriate. Where a visitor has declined non-essential cookies, Educationwise will have regard to current ICO guidance when determining when it is appropriate to request consent again. Fresh consent will be requested sooner where there is a material change to the cookies, technologies or purposes used.

Withdrawing consent will prevent the future use of the relevant non-essential technologies.

Objecting to exempt analytics or preference technologies

Where Educationwise relies on the statistical or appearance exception rather than consent, visitors will be provided with a simple and free way to object.

This may be provided through:

- The website cookie settings
- A clearly displayed opt-out control
- Another accessible website preference

Once a visitor objects, Educationwise will stop using the relevant technology on their device.

Cookie information and retention

Educationwise uses a cookie consent management platform to scan the website, identify and categorise cookies and similar technologies and maintain information about their purpose and duration.

The platform is also used to support cookie consent choices and maintain appropriate consent records where enabled.

The information provided through the website or cookie settings will include, where relevant:

- Cookie or technology name

- Provider
- Purpose
- Category
- Whether consent is required
- How long the cookie remains active
- Whether information is shared with another organisation

Cookies will not be retained for longer than is reasonably necessary for their stated purpose.

Managing cookies through a browser

Most internet browsers allow users to:

- View stored cookies
- Delete cookies
- Block some or all cookies
- Receive a warning before cookies are stored
- Restrict third-party cookies

The exact controls vary between browsers and devices. Visitors should refer to the help or privacy settings within their browser.

Blocking all cookies may prevent some parts of the Educationwise website or its online services from working correctly.

Data protection

Some cookies and similar technologies may collect information that identifies a person directly or indirectly.

Where personal information is processed, Educationwise will comply with:

- The UK General Data Protection Regulation
- The Data Protection Act 2018
- The Privacy and Electronic Communications Regulations 2003
- The Data (Use and Access) Act 2025

Further information about how Educationwise uses personal information is available within its Privacy Policy.

Responsibilities

Educationwise is responsible for ensuring that:

- The website’s cookies and similar technologies are regularly reviewed
- Visitors receive clear and accurate information
- Consent is obtained where required
- Visitors’ choices are respected

- Third-party services are appropriately assessed
- Unused or unnecessary technologies are removed
- The Cookies Policy and website settings remain accurate

Staff or suppliers responsible for changes to the website must consider cookie and privacy requirements before introducing new technologies.

Monitoring and review

Educationwise will review its cookie arrangements at least annually and whenever there is a significant change to the website or technologies used.

The review will consider:

- Whether cookie information remains accurate
- Whether the consent banner operates as intended
- Whether non-essential cookies are appropriately controlled
- Whether users can change or withdraw their preferences
- Whether consent expiry and refresh settings remain appropriate
- Whether cookie categories and purposes remain accurate
- Whether consent records are maintained where applicable

The review will confirm that the cookie information, consent controls and website behaviour remain accurate.

This policy will be reviewed annually or sooner where there is a change in legislation, regulatory guidance, website technology or Educationwise's use of cookies.

The Marketing Executive is responsible for maintaining the website's cookie scanning and consent management arrangements. The Data Protection Officer will provide oversight and advice where significant privacy issues or changes are identified.

Contact us

Questions about Educationwise's use of cookies or website privacy can be sent to:

Email: marketing@education-wise.org

Concerns about the use of personal information will be considered in line with Educationwise's Privacy Policy and data protection complaints arrangements.