

COOKIE POLICY

This cookie policy (“**Cookie Policy**”) applies to information collected through the use of cookies and other similar technologies (collectively referred to as “**cookies**”) by The Cyclopes Limited (“**Cyclopes**”, “**we**”, “**us**” or “**our**”) when you access and use our Website at www.cyclopeseducation.com (“**Website**”). Unless otherwise defined, this Cookie Policy adopts the same meaning for defined terms and phrases as those set out in our **PRIVACY POLICY** at <https://doc.cyclopeseducation.com/doc/Privacy-Policy-20221010.pdf>.

This Cookies Policy explains what cookies are, which cookies we use and why, how we use cookies to collect information and the purposes of such collection when you access and use our Website and how you can manage your cookie preference. Where any information we collect through cookies qualify as personal data, our Privacy Policy also applies to the collection and use of that data.

This Cookie Policy may be updated from time to time. We will post the updated terms on our Website. If you do not agree to our then effective Cookie Policy at that time, you should not continue to use our Website. Any continued use of our Website constitutes an agreement to our Cookie Policy. By using our Website, you agree that we can store and access cookies and IP addresses for the purposes set out below.

1. WHAT ARE COOKIES?

“Cookies” are small computer text files which are stored on your computer and devices when our Website is loaded in your web browser. Our system will store cookies in your computer and devices when you log on to the site. Cookies contain information that is unique to your web browser, which means they can be used to distinguish you from other website users and allow the Website to remember your choices and preferences during our visit.

Cookies can be categorised into ‘first party’ or ‘third party’ cookies. First party cookies are placed by Cyclopes on our Website. Third party cookies are set by a third party organisation through the Website.

Cookies can also be considered as ‘persistent’ or ‘session’ cookies. Persistent cookies remain on the user’s device for the period of time specified in those cookies, and are activated each time the user visits the website that created the cookies until the cookies expire or are disabled / deleted by the user before the expiry date. Session cookies are deleted at the end of a session, which starts when the user opens a browser window and ends when the browser window is closed.

2. WHY WE USE COOKIES?

Cyclopes or our data processors for technical support services as referred to in “Section 6 WHO DO WE TRANSFER, DISCLOSE AND SHARE YOUR PERSONAL DATA WITH” in our **PRIVACY POLICY** (at <https://doc.cyclopeseducation.com/doc/Privacy-Policy-20221010.pdf>) use cookies to collect information about your browsing activity and how you use our Website and Services as well as about the device you have used to access our Website to enable us to:-

- (a) assist in facilitating your browsing experience;
- (b) make our Website as intuitive as possible for you to use by customising or enhancing your browsing experience in repeated sessions;
- (c) provide essential features and functionality on our Website;
- (d) monitor and analyse Website usage and performance so that we can measure the effectiveness of our Website and improve how it operates including security measures;
- (e) authenticate you to log-in to access and use our systems;
- (f) remember certain information about your browsing activity on our Website, such as the web pages you have viewed and what your preferences are. This information can then be used to personalise and improve the way you interact with our Website (for example, in terms of displaying content that we think might be relevant to you based on your previous activity) and to inform you of special offers and promotions that are tailored to your interests (where you have consented to receiving marketing communications from us); and
- (g) for Cyclopes to market to you, particularly web banner advertisements and targeted updates.

We also permit a number of third party cookies on our Website to assist us with measuring the effectiveness of our Website to enable us customise and enhance your browsing experience, as well as to assist and to enable our marketing activities.

3. HOW WE USE COOKIES

Our Website uses the following cookies:-

- (a) **Strictly necessary cookies:** these cookies are essential for our Website to operate, e.g. they enable you to log into secure areas of our Website, such as your User Account / Portal, if you choose to create one, or for you to use our features such as the “Start Your Journey” search feature and the “Algo Counsellor”. Some of the cookies we use help secure your browsing session and verify that the session is valid. You cannot opt out of these cookies as the Website cannot function without them;
- (b) **Analytical/performance cookies:** We use some first party cookies and these allow us to measure and analyse how you use our Website so that we can measure the effectiveness of our Website and improve the way it works. We also use third party analytics provider to assist us with measuring and analysing how you use our Website by helping us monitor and analyse visitor traffic, behaviour and statistics on the Website, so that we can measure the effectiveness of our Website and improve the way our Website works. Our main analytic provider is Google, Inc. through their Google Analytics platform. To find out more about Google Analytics, please follow this link: <https://support.google.com/analytics/answer/6004245?hl=en-GB>. You can opt-out of Google analytics. To find out how please visit: <https://tools.google.com/dlpage/gaoptout>;
- (c) **Functionality cookies:** these cookies allow our Website to remember choices you make when visiting and recognise you when you return in order to provide functionality for your benefit. For example, these cookies will allow our Website to remember your specific settings such as your login details for your User Account if you choose to create an account so that you don't have to log back in from the same device each time you visit, provided that you have not disabled the relevant cookies in your device's internet browser; and
- (d) **Targeting/advertising cookies:** these cookies help deliver advertisements more relevant to your interests by tracking your use of our Website including the web pages you have viewed. In addition, if you have consented to receiving marketing communications from us, we will use the information collected by these cookies to provide you with advertisements and promotions that are tailored to your preferences, based on your previous activity on our Website. Third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control.

4. MANAGING COOKIES

Most web browsers are initially set up to accept cookies. Apart from the “Strictly necessary cookies”, the cookies on our Website are not strictly necessary for our Website to function but improve the overall performance of our Website and provide you with a better user experience. You may set up your computer and devices to delete or block cookies by modifying your cookie settings through your device's browser setting. However, please note if you choose to disable cookies, some components or features of our Website or systems (as the case may be) may not be accessible or available to you. Please refer to the "Help" file of your Internet Browser to learn how to either block all cookies or receive a warning before a cookie is stored.

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