

Cookies Policy

A to Z Education Ltd — www.atozedu.co.uk

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1. About this Cookies Policy

This Cookies Policy explains how A to Z Education Ltd (“we”, “us”, “our”) uses cookies and similar tracking technologies on our website www.atozedu.co.uk. It should be read alongside our Privacy Policy, which sets out how we handle personal data more generally.

By continuing to use our website you are agreeing to the use of cookies as described below, except where otherwise indicated. Where we use non-essential cookies, we will only set them with your consent through our cookie banner.

2. What are cookies?

Cookies are small text files that are placed on your device (computer, tablet, or smartphone) when you visit a website. They are widely used to make websites work, or to work more efficiently, and to provide information to website owners. Similar technologies — such as web beacons, pixels, and local storage — work in comparable ways and are covered by this policy.

Cookies may be “first-party” (set by us) or “third-party” (set by a service we use, such as an analytics or video provider). They may be “session cookies”, which expire when you close your browser, or “persistent cookies”, which remain on your device for a defined period.

3. Categories of cookies we use

We use the following categories of cookies on our website:

3.1 Strictly necessary cookies

These cookies are essential for the website to function properly. They enable core features such as page navigation, secure areas, form submission, and accessibility. Without these cookies, the website will not work as intended. They do not require your consent.

3.2 Performance and analytics cookies

These cookies collect information about how visitors use our website — for example, which pages are most visited, how visitors move through the site, and whether visitors receive error messages. The information is used to improve how the website works. We only set these cookies with your consent.

3.3 Functionality cookies

These cookies allow the website to remember choices you make (such as your language preference) and provide enhanced features. They do not usually track your browsing on other websites. We only set these cookies with your consent.

3.4 Marketing and advertising cookies

Where used, these cookies are set by us or by carefully selected third parties to deliver advertising that is more relevant to you and your interests. They may also limit the number of times you see an advertisement and help measure the effectiveness of campaigns. We only set these cookies with your consent.

4. Cookies currently used on our website

The table below sets out the main cookies and tracking technologies used on our website. The exact cookies set may vary over time as our website evolves; the cookie banner on first visit always reflects the current position.

Cookie type	Purpose	Examples	Duration
Strictly necessary	Maintain user session, remember cookie consent choice, secure site browsing.	PHPSESSID, cookie_consent	Session / up to 12 months
Performance / analytics	Measure how the website is used so we can improve it.	Google Analytics (_ga, _gid, _gat)	Up to 24 months
Functionality	Remember language and display preferences.	wp_lang, theme_pref	Up to 12 months
Marketing	Measure the effectiveness of advertising and limit ad repetition.	Meta Pixel (_fbp), Google Ads (NID, IDE)	Up to 13 months

5. Third-party cookies

Some cookies on our website are placed by third-party services that appear on our pages, for example analytics, video, social media, and map providers. We do not control the setting of these cookies, so we recommend that you check the relevant third-party websites for more information about their

cookies and how to manage them. Common third parties include Google (Analytics, Maps, YouTube) and Meta (Facebook, Instagram).

6. Managing your cookie preferences

When you first visit our website you will see a cookie banner allowing you to accept all cookies, reject non-essential cookies, or set your preferences. You can change your choice at any time using the cookie preferences link on our website.

You can also control cookies through your browser settings. Most browsers allow you to:

- See the cookies that have been set and delete them on an individual basis.
- Block third-party cookies.
- Block cookies from specific sites.
- Block all cookies from being set.
- Delete all cookies when the browser is closed.

Please note that blocking strictly necessary cookies may prevent parts of the website from working correctly. Guidance for the most common browsers is available at allaboutcookies.org or via the “Help” menu in your browser.

7. Do Not Track signals

Some browsers transmit a “Do Not Track” (DNT) signal. There is no industry consensus on how to interpret DNT signals, and our website does not currently respond to them. You can still manage cookies and tracking through the controls described in section 6.

8. Changes to this Cookies Policy

We may update this Cookies Policy from time to time to reflect changes in the cookies we use or in legal and regulatory requirements. The most current version will always be posted on our website with the “Effective date” updated accordingly.

9. Contact us

If you have any questions about this Cookies Policy or our use of cookies, please contact us at info@atozedu.co.uk, by telephone on +44 20 8350 9881, or by post at 701-703 Green Lanes, London, N21 3RU, United Kingdom.