

# About Itza Web Cookies

Web cookies are small snippets of text saved on your computer or mobile device that distinguish you from other users of a website. Like most websites, the Itza Media Limited websites use cookies.

We use cookies for five main purposes:

1. To let you do things on our websites - for example, if you use our learning journeys, cookies remember where you are in the journey from page to page.
2. To improve your experience of our websites – for example, so you only get asked to take a survey once, or to hide a form if you've already seen it.
3. Collect anonymous statistics - it's really useful for us to be able to see which pages are the most popular and how people are using them.
4. Social media – if you use Instagram, Twitter or Facebook, cookies can help smooth the sharing process between our sites and your online feeds.
5. Measuring how cost-effective our advertising is – as a start-up company, we need to watch our advertising spend carefully. Cookies are used to help us see how many people who click our adverts go on to do something further (for example, signing up on [www.itza.io](http://www.itza.io) or taking part in one of our challenges). These cookies do not contain any information that can personally identify you.

## Website Cookie Acceptance

By using our websites you consent to our use of cookies as updated from time to time and the cookies we use will be stored on your device (unless rejected or disabled by your browser).

## Turning Cookies Off

Internet browsers normally accept cookies by default. However, all modern browsers let you turn off either all or third-party cookies. This varies depending on which browser you're using. If you do not accept our use of cookies as set out in this document, please set your browser to reject cookies. This may impair your ability to use our websites. The option to do this is usually found in your browser's Options, Settings, or Preferences menu.

**We may update our use of cookies from time to time and this policy, so please check this policy regularly.**

You can find out more about cookies at [www.allaboutcookies.org](http://www.allaboutcookies.org).

More information about how we handle your data can be found in our [Privacy Policy](#).

The following table contains details of cookies that are used on Itza Media Limited websites and why we need to use them:

| Name of cookie               | Owner      | Purpose for the cookie  |
|------------------------------|------------|---|
| cookiesAccepted<br>(Consent) | Itza Media | When a user clicks the 'agree' button on our cookie banner we use a cookie to record this fact so that the banner doesn't show next time they visit.  |
| galaxy-sticky                | Itza Media | Two cookies for the hosting platform enabling a user's session to be maintained with the same server.   |
| meteor_login_token           |            |   |
| (Session)                    |            |   |
| YouTube                      | Google     | Where we embed YouTube videos cookies will be used as per Google's privacy policy   |
| Amplitude                    | Amplitude  | Amplitude is a subsidiary ClearBrain, Inc. and they specialise in product cookies enabling us to track user behaviour through our website and measures key metrics such as signups, engagement and retention for our learning journeys. |
| DoubleClick                  | Google     | DoubleClick is a subsidiary of Google which uses cookies to track how visitors use our website. This information is used in Itza Media's online advertising to ensure that we are spending our marketing budget effectively.            |
| Google Adwords               | Google     | AdWords cookies allow us to track the website activity of visitors from our Google AdWords activity to ensure that we are spending our marketing budget effectively.  |
| Facebook                     | Facebook   | Facebook cookies allow us to track the website activity of visitors from our Facebook pages and ensure that our social media activity is effective.   |

|                         |                |  |
|-------------------------|----------------|--|
| ARRAffinity             | Microsoft      | This cookie is set by websites hosted on the Windows Azure cloud platform. It is used for load balancing to make sure the visitor page requests are routed to the same server in any browsing session. |
| _fbp, _ga, _gaexp, _    | Tiny MCE       | Used to track usage of the third-party formatted text editor provided by Tiny MCE (www.tiny.cloud) through Facebook and Google Analytics.  |
| _ga                     | Google         | Google's Universal Analytics used within the quiz pages to calculate visitor, session and campaign data for the sites analytics reports.   |
| __cfduid                | cloudflare.com | The '__cfduid' cookie is set by the CloudFlare service to identify trusted web traffic within the quiz pages.  |
| gat_gtag_UA_73089041_15 | quizando.com   | Limits limit the number of requests that have to be made to doubleclick.net in the quiz pages.   |
| _gid                    |                | Google's Universal Analytics used within the quiz pages to calculate visitor, session and campaign data for the sites analytics reports.   |

The following cookies are used on Itza websites hosted on the wix.com platform:

| Cookie Name | Purpose                   | Duration | Cookie Type |
|-------------|---------------------------|----------|-------------|
| XSRF-TOKEN  | Used for security reasons | Session  | Essential   |
| hs          | Used for security reasons | Session  | Essential   |

|                   |  |            |            |
|-------------------|--|------------|------------|
| svSession         | Used in connection with user login                             | 12 months  | Essential  |
| SSR-caching       | Used to indicate the system from which the site was rendered   | 1 minute   | Essential  |
| _wixCIDX          | Used for system monitoring/debugging                           | 3 months   | Essential  |
| _wix_browser_sess | Used for system monitoring/debugging                           | session    | Essential  |
| consent-policy    | Used for cookie banner parameters                              | 12 months  | Essential  |
| smSession         | Used to identify logged in site members                        | Session    | Essential  |
| TS*               | Used for security and anti-fraud reasons                       | Session    | Essential  |
| bSession          | Used for system effectiveness measurement                      | 30 minutes | Essential  |
| fedops.logger.X   | Used for stability/effectiveness measurement                   | 12 months  | Essential  |
| wixLanguage       | Used on multilingual websites to save user language preference | 12 months  | Functional |

|       |  |           |           |
|-------|--|-----------|-----------|
| token | Used to for security reasons and to persist user session | 12 months | Essential |
| email | Used to identify the user                                | 12 months | Essential |

We also use third party components on some of our websites that utilise their own cookies from Embed Social ([www.embedsocial.com](http://www.embedsocial.com)) and Quiz Maker ([www.quiz-maker.com](http://www.quiz-maker.com)). Please refer to the cookie policies available on each of these providers websites for further details of the cookies they use.

*This document was last updated in March 2024.*