

About 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, Itza Media uses cookies.

We use cookies for five main purposes:

1. To let you do things on our website - 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 website - 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 site 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 or becoming a member of the Itza Club). These cookies expire after 30 days of inactivity and do not contain information that can personally identify you.

The table below provides more information about the cookies we use and why.

Website Cookie Acceptance

By using our website 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 above, 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.

More information about how we handle your data can be found on our Privacy Policy page.

| Name of cookie | Owner | Purpose for the cookie |
|------------------|------------|---|
| Google Analytics | Google | This is a web analytics service provided by Google, Inc. which uses cookies to show us how visitors found and explored our website, and how we can enhance their experience. It provides us with information about the behaviour of our visitors (e.g. how long they stayed on the site) and also tells us how many visitors we've had. |
| 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. |
| YouTube | Google | Where we embed YouTube videos cookies will be used as per Google's privacy policy |
| 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. |

| | | |
|---|-----------------|--|
| <p>_fbp, _ga, _gaexp, _gcl_au</p> | <p>Tiny MCE</p> | <p>Used to track usage of the third-party formatted text editor provided by Tiny MCE (www.tiny.cloud) through Facebook and Google Analytics.</p> |
|---|-----------------|--|