Cookie Policy

Cookies are small text files that may be placed on your computer when you visit a website. They are widely used to make websites work and to make them more efficient. Cookies also help website owners understand how you use the site so that they can make it easier to find what you are looking for.

[Find out how to manage cookies on the Information Commissioner's Office website](#).

How we use cookies on KentAdultEducation.co.uk

Understanding how our website is used

Google Analytics

We use Google Analytics to collect information about how you use this website ([kentadulteducation.co.uk](#)). We do this to help make sure the site is meeting your needs and to make improvements based on our findings.

Google Analytics stores information about:
- The pages you visit on Kent Adult Education
- The time you spend on each page
- How you got to the site
- What you click on while you are visiting the site
- Ecommerce transaction information such as revenue, number of transactions on the website, website conversion rate
- Demographic information such as age and gender

Kent Adult Education do not collect or store your personal information (for example your name or address) so cannot identify who you are through Google Analytics.

We download reports from Google Analytics based on a combination of the information available as listed above. The reports are used to help us identify marketing needs and trends. We store the reports securely in line with Data Protection, GDPR and Privacy Electronic Communications Regulations and they are retained by us for up to 5 years.

Google Analytics use the following cookies:

Name	Purpose	Expires
_gid	Tracking cookie for Google Analytics this is used to distinguish users. We deem this cookie as a non-essential cookie.	24 hours
_ga	Tracking cookie for Google Analytics this is used to distinguish users. We deem this cookie as a non-essential cookie.	2 years
_gat_UA-42808601-1	Tracking cookie for Google Analytics this is used to throttle request rate. We deem this cookie as a non-essential cookie.	1 minute
_ga_C015L576ME	Tracking cookie for Google Analytics this is used to throttle request rate. We deem this cookie as a non-essential cookie.	1 year

You can opt out of Google Analytics cookies.

We also use Microsoft Application Insights for analytics and error reporting in our website.

Microsoft Application Insights store information about:
- Server context: Machine name, locale, operating system, operation
- Inferred: Geo location from IP address, timestamp, operating system, browser
- Perf counters: Server-based performance information
- Requests: URL, duration, response code
- Exceptions: Type, message, call stacks, erroring file, line with error
- Session: Session ID

Name	Purpose	Expires
ai_user	Microsoft Application Insights - used for analytics/error reporting. We deem this as an essential cookie.	1 year
ai_session	Microsoft Application Insights - used for analytics/error reporting. We deem this as an essential cookie.	30 minutes

AddThis

We use AddThis service across our website to share standard chartered content via social media share buttons.

Name	Purpose	Expires
_atuvs / _atuvc	This is a third party cookie from AddThis service. This will share standard chartered content via social media share buttons. Also monitors user activity on the site and on other AddThis sites. View the Share This privacy policy https://sharethis.com/privacy/. This is deemed an essential cookie.	2 years
s_sq / ouid / notice_gdpr_prefs / s_nr / na_id / loc / s_fid / ssc / na_tc / notice_preferences / mus / gpw_e24 / sshs / s_cc / uvc / uid	This is a third party cookie from AddThis service. This will share standard chartered content via social media share buttons. Also monitors user activity on the site and on other AddThis sites. View the Share This privacy policy https://sharethis.com/privacy/. This is deemed an essential cookie.	Up to 5 years with some session based

YouTube

We use YouTube to embed videos on some pages of the site. YouTube sets cookies when you visit one of these pages to give us information on the number of times a video is viewed and the type of browser used to view it.

For more information visit the YouTube Privacy and Safety Centre.

Name	Purpose	Expires
PREF VSC Visitor_info1_live Remote_sid	We embed videos from our official YouTube channel using YouTube's privacy-enhanced mode. This mode may set cookies on your computer once you click on the YouTube video player, but YouTube will not store personally-identifiable cookie information for playbacks of embedded videos using the privacy-enhanced mode. Read more at YouTube's embedding videos information page.	PREF: 8 months VSC: End of your session Visitor_info1_live: 8 months Remote_sid: End of your session

Vimeo

We use Vimeo's embeddable video player to show video content on some pages of the site. Vimeo sets cookies that they consider essential to the video player experience.

For more information read the Vimeo cookie policy.

Name	Purpose
Player Vuid	We embed videos from our official Vimeo channel. When you press play Vimeo will drop third party cookies to enable the video to play and to collect analytics data such as how long a viewer has watched the video. These cookies do not track individuals.

Enabling website functionality

Our cookie banner

You may see a notification when you visit our website to let you know that we are using cookies.

Name	Purpose	Expires
CookieConsent	Used to remember that a user has allowed cookies on the site. We deem this an essential cookie.	1 month - accepted 7 days - declined

When logging into your account, we let the website know that you have logged in by using the following cookie.

Name	Purpose	Expires
yourAuthCookie	Set by us to inform the front-end that the user has logged in. We deem this an essential cookie.	Session

We use the following cookie to prevent the newsletter sign up window appearing once your preference is submitted or the window is closed.

Name	Purpose	Expires
NewsletterPopup	Used to prevent the newsletter popup from re-appearing once submitted or closed. We deem this an essential cookie.	72 hours

To process your enrolments through the checkout, we use the following cookie.

Name	Purpose	Expires
ASP.NET_SessionId	Used to keep track of checkout data (user ID, basket contents, concessions/vouchers used etc). We deem this an essential cookie.	Session

Campaign Monitor

We use Campaign Monitor to manage our email updates to our learners. Campaign Monitor uses page tags and web beacons for the purposes of tracking visitors as they use an email. For example, web beacons track whether an email sent through Campaign Monitor was delivered and opened and whether links within the email were clicked. This information is collected for the purposes of providing email campaign performance information and measuring the performance of email messages sent.

Find out more information about Campaign Monitor cookies by visiting the Campaign Monitor website.

Survey Monkey

We use Survey Monkey to carry out research to improve your experience with Kent Adult Education.

Find out more information about Survey Monkey cookies by visiting the [Survey Monkey website](#).

Bringing learning to life

kentadulteducation.co.uk

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Kent Adult Education is part of Community Learning and Skills

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