# Cookie Policy

Last Updated: 27th January 2026
Approved by Full Governing Board: 3rd February 2026

## 1. What are cookies?

Cookies are small text files that are placed on your computer, tablet, or mobile device when you visit a website. They help the website function correctly, improve performance, and provide information about how the website is used.

Some cookies are essential for the website to operate, while others help us understand how visitors use our website so we can improve it.

Further information about how personal data is handled can be found in the school's Privacy Notice.

## 2. Types of cookies we use

**Strictly necessary cookies**
These cookies are essential for the website to function properly and cannot be switched off in our systems.

**Analytics cookies (Google Analytics)**
We use Google Analytics to help us understand how visitors use our website. Analytics cookies are optional and will only be used if you give consent.

Data collected via Google Analytics is processed by Google on our behalf and is subject to appropriate safeguards in line with UK GDPR. Where data is transferred outside the UK, appropriate safeguards are in place.

Analytics cookies are time-limited and expire automatically after a set period (typically up to 24 months).

**Marketing and advertising cookies**

We do not use marketing or advertising cookies on this website. The website is not used for advertising, profiling, or promotional tracking of users or pupils.

**3. Cookie consent**

When you first visit our website, you will see a cookie banner that allows you to accept analytics cookies, reject analytics cookies, and change your cookie preferences at any time.

Analytics cookies will not be placed on your device unless you give explicit consent, in line with UK GDPR and the Privacy and Electronic Communications Regulations (PECR).

**4. Cookie details**

_ga – Distinguishes unique users – Up to 24 months
_ga_* – Persists session state – Up to 24 months

**5. Managing and disabling cookies**

You can change preferences via the cookie settings link or your browser settings.

**6. Contact us**

Email: admin@etwschool.com
Telephone: 01237 475178

Data protection queries may be directed to the school's Data Protection Officer via the school office.

**Review**

This policy will be reviewed annually or sooner if legislation or website functionality changes.