Cookie Policy

What Is A Cookie?

Cookies are small text files or pieces of information that are stored on your computer or mobile device (such as a smartphone or tablet) when you visit our Sites. A cookie will usually contain the name of the website from which the cookie has come from, the "lifetime" of the cookie (i.e. how long the cookie will remain on your device), and a value, which is usually a randomly generated unique number.

What Do We Use Cookies For?

We use cookies to make our Sites easier to use and to better tailor the Sites and our products to your interests and needs. Cookies can do this because websites can read and write these files, enabling them to recognise you and remember important information that will make your use of a website more convenient (for example by remembering preference settings).

Cookies may also be used to help speed up your future activities and experience on our Sites. We also use cookies to compile anonymous, aggregated statistics that allow us to understand how users use our Sites and to help us improve the structure and content of our Sites. We cannot identify you personally from this information.

What Types of Cookies Do We Use?

Two types of cookies may be used on the Sites, which are called "session cookies" and "persistent cookies". Session cookies are temporary cookies that remain on your device until you leave the Site. A persistent cookie remains on your device for much longer or until you manually delete it (how long the cookie remains on your device will depend on the duration or "lifetime" of the specific cookie).

Third Party Cookies

We also use a number of suppliers that may also set cookies on your device on our behalf when you visit our Sites to allow them to deliver the services they are providing. If you would like more information about these cookies, as well as information about how to opt-out of receiving such cookies, please see their privacy policies.

What Cookies Do We Use?

Below we list the different types of cookies that may be used on Eyesto Education Ltd Sites. Note that to the extent information collected through cookies constitutes personal information, the provisions in the Privacy Policy apply and complement this, Cookie Policy.

Essential Cookies

Essential cookies are necessary for the Site to work and enable you to move around it and to use its services and features. Without these absolutely necessary cookies, the Site will not perform as smoothly for you as we would like it to, and we may not be able to provide the Site or certain services or features your request.

Cookie type	Description	How to manage cookies
Session	Session cookies are used to maintain the state of the application.	Accept/refuse via browser setting
Load balancing	Load balancing cookies are used to distribute the assets across the globe and lighten the server load.	Accept/refuse via browser setting
User ID	User ID cookies are used to ensure that users only see their own information.	Accept/refuse via browser setting
Security	Security cookies are used for security controls and checks.	Accept/refuse via browser setting

Preference Cookies

Preference cookies collect information about your choices and preferences and allow us to remember language or other local settings and customize the Site accordingly.

Cookie type	Description	How to manage cookies
Language	Language cookies are used to store the language the user has selected, and to show the correct options.	Accept/refuse via browser setting
Location	The user's approximate address (city, state, country, postal code) as determined by the IP address is retained to automatically select the proper country and show retailers and demonstration days within the area.	Accept/refuse via browser setting

Mobile	If the user is viewing the Site on a mobile device, a cookie is set to indicate that the main website was selected (i.e., that the device is Flash enabled), or the non-Flash mobile site.	Accept/refuse via browser setting
Reference site	The reference site is recorded to better understand the user's preference.	Accept/refuse via browser setting
Last visit and activity	Date of last visit and activity and other information is recorded to be able to provide users with an update on "what's changed on the site since your last visit," and to better understand the user's preferences.	Accept/refuse via browser setting
Recently watched video	Date and title of recently watched video is recorded to be able to better understand the user's preferences.	Accept/refuse via browser setting
Flash Cookies	Flash cookies are used to enable audio and video content to be played.	Accept/refuse via browser setting
Page history	Page history cookies are used to track the sequence of pages the user has visited. If the user gets an error message while visiting the Site, the cookie information gets saved to a log file for error reporting and resolution.	Accept/refuse via browser setting

Social Plug-in Tracking Cookies
Such cookies are used to track members [and non-members] of social media networks for market research analytics, and product development.

Cookie type	Description	How to manage cookies
Facebook	Cookies are used to track Facebook members [and non-members] for	Accept/refuse via browser setting

	market research analytics, and product development.	
Twitter	Such cookies are used to track members [and non-members] for market research analytics, and product development.	Accept/refuse via browser setting

<u>Analytics Cookies</u>

Analytics cookies collect information about your use of the Site and enable us to improve the way it works. For example, analytics cookies show us which are the most frequently visited pages on the Site, help us record any difficulties you have with the Site, and show us whether our advertising is effective or not. This allows us to see the overall patterns of usage on the Site, rather than the usage of a single person.

Cookie type	Description	How to manage cookies
Google analytics	Google analytics cookies collect aggregate statistical data to improve Site presentation and navigation. Google supplements the aggregate data with demographics and interest information, so that we can better understand our visitors.	https://tools.google.com/dlpage/gaoptout

<u>Marketing Cookies</u>

Advertising Cookies are used for marketing purposes.

Cookie type	Description	How to manage cookies

Advertising	Deliver behavioural/targeted advertising	Accept/refuse via browser setting
Market analysis	Conduct market analysis	Accept/refuse via browser setting
Campaign / promotion	Measure effectiveness of campaign	Accept/refuse via browser setting
Fraud detection	Detect click fraud	Accept/refuse via browser setting

How Do I Manage Cookies?
Although most internet browsers are initially set up to automatically accept cookies, most internet browsers allow you to change the settings to block cookies or to alert you when cookies are being sent to your device.

In addition to the options provided above, you may refuse, accept or remove cookies from the Site at any time by activating or accessing the setting on your browser. Information about the procedure to follow in order to enable, disable or remove cookies can be found on your Internet browser provider's website via your help screen.

Please be aware that if cookies are disabled or removed, not all features of the Site may operate as intended, for example you may not be able to visit certain areas of our Site or you may not receive personalised information when you visit the Site.

If you use different devices to view and access the Sites (e.g. your computer, smartphone, tablet etc) you will need to ensure that each browser on each device is adjusted to suit your cookie preferences.

Pixel Tags
Some of the pages you visit on the Site may also collect information using pixel tags (also called clear gifs) that may be shared with third parties which directly support our promotional activities and website development. For example, website usage information about visitors to our Sites may be shared with our third-party advertising agency to better target Internet banner advertisements on our websites. The information collected using these pixel tags is not, however, personally identifiable, although it could be linked to your personal information.

Contact Us
If you have any questions about this Cookie Policy, please contact us.