



# Cookie Policy

## ELITE TUITION CENTRE LIMITED

Effective from 17 September 2026

|                   |                                                                                     |
|-------------------|-------------------------------------------------------------------------------------|
| Company number    | 13550993                                                                            |
| Registered office | 2 Cannon Hill Road, Birmingham, England, B12 9NN                                    |
| Website           | <a href="https://elitetuitioncentre.org.uk/">https://elitetuitioncentre.org.uk/</a> |
| Email             | <a href="mailto:info@elitetuitioncentre.org.uk">info@elitetuitioncentre.org.uk</a>  |
| Telephone         | 0121 769 3292                                                                       |

**Purpose of this policy.** This policy explains how our website uses cookies and similar technologies, the choices available to visitors and how those choices can be changed.

*Please read this policy with our Privacy Notice*

# 1 Who we are and scope

Elite Tuition Centre Limited operates <https://elitetuitioncentre.org.uk/> and is responsible for the use of cookies and similar technologies on that website. This policy applies to visitors using the website on a computer, tablet, mobile phone or other device.

Our website is intended for parents, guardians, adult students, prospective tutors and other visitors. Children should use the website with appropriate parent or guardian involvement. This policy does not replace our Privacy Notice, which explains how we use personal information more generally.

## 2 What cookies and similar technologies are

A cookie is a small text file placed on, or read from, a device when a person visits a website. Cookies can recognise a device, remember preferences, support shopping or login functions, measure website use and help deliver advertising.

This policy also covers comparable storage or access technologies, including pixels, tags, local storage and software identifiers. A cookie may be a session cookie, which normally ends when the browser closes, or a persistent cookie, which remains until its expiry date or deletion.

**First-party cookies.** These are set by Elite Tuition Centre's website. Third-party cookies are set or accessed by another organisation providing a service through the website.

## 3 Legal rules and our approach

The Privacy and Electronic Communications Regulations 2003 (PECR) require clear information about cookies and, in most cases, consent before information is stored on or accessed from a device. The UK GDPR and Data Protection Act 2018 also apply where cookie information is personal data.

We may use strictly necessary technologies without consent where they are essential to transmit a communication or provide an online service requested by the visitor. We ask for consent before activating optional preferences, analytics or marketing technologies.

Consent should be freely given, specific, informed and indicated by a clear positive action. Optional technologies should remain disabled unless and until the visitor chooses them. A visitor may reject optional cookies and should be able to withdraw consent as easily as it was given.

## 4 Cookie categories

| Category                 | What it does                                                                                                                                                                           | Basis                                                              |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|
| Strictly necessary       | Enable security, consent choices, shopping basket, checkout, session continuity and other requested website functions. These cannot normally be switched off through the consent tool. | Consent is not normally required where the PECR exemption applies. |
| Preferences / functional | Remember optional choices or enable enhanced features, such as interface or communication preferences.                                                                                 | Consent.                                                           |
| Statistics / analytics   | Measure visits, pages viewed and website performance so that we can understand and improve the service.                                                                                | Consent before activation.                                         |

|           |                                                                                                                   |                            |
|-----------|-------------------------------------------------------------------------------------------------------------------|----------------------------|
| Marketing | Measure campaigns, create advertising audiences, limit or personalise adverts and track activity across websites. | Consent before activation. |
|-----------|-------------------------------------------------------------------------------------------------------------------|----------------------------|

## 5 How the consent tool works

When a visitor first arrives, our consent banner presents choices for optional cookie categories. The visitor may accept, deny or view preferences. Strictly necessary technologies remain active where required for a requested service.

The consent tool stores a record of the selection so that the website can respect it. Visitors can reopen the tool using the “Manage consent” link on the website and change or withdraw choices at any time. The new selection applies going forward; it does not undo processing that occurred lawfully before withdrawal.

If a visitor clears browser storage or uses another browser or device, the website may ask for a selection again. We may also request fresh consent when our use of optional technologies changes materially.

## 6 Technologies and services currently identified

The following register reflects services identified on the website at the effective date. A technology may appear only on certain pages, after a particular action, or after the relevant consent is given. Providers may change cookie names or lifetimes when they update their services.

For the most current device-specific list, open “Manage consent” on the website. The consent tool and browser developer controls show which technologies are active for that visit.

| Provider / service                    | Category           | Purpose                                                                                               | Names and duration                                                                                                                                                              |
|---------------------------------------|--------------------|-------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Elite Tuition Centre / Complianz      | Strictly necessary | Records the consent banner status and category choices.                                               | Examples: cmplz_functional, cmplz_preferences, cmplz_statistics, cmplz_marketing, cmplz_banner-status and consented-services records. Usually up to 365 days.                   |
| WordPress / WooCommerce               | Strictly necessary | Operates the website, security, user sessions, basket, checkout and order attribution.                | Examples: woocommerce_cart_hash, woocommerce_items_in_cart, wp_woocommerce_session_*, wordpress_* and sbjs_* records. Session-based or persistent; duration varies by function. |
| Google Tag Manager / Google Analytics | Statistics         | Deploys authorised tags and measures website traffic, interactions and performance.                   | Examples may include _ga and _ga_* identifiers. Common lifetimes range from a session to 2 years, subject to configuration.                                                     |
| Meta Pixel / Facebook for WooCommerce | Marketing          | Measures adverts and conversions, supports campaign reporting and may build advertising audiences.    | Examples may include _fbp and Meta-controlled identifiers such as fr. Common lifetimes may be up to 3 months, subject to Meta's settings.                                       |
| Mailchimp for WooCommerce             | Marketing          | Supports newsletter sign-up, campaign attribution and measurement linked to website or shop activity. | May use Mailchimp tracking pixels and cookies such as mailchimp_landing_site. Duration varies by service configuration.                                                         |

|                          |                               |                                                                                               |                                                                                                                                                |
|--------------------------|-------------------------------|-----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| Google reCAPTCHA         | Strictly necessary / security | Helps distinguish genuine users from automated abuse on forms.                                | May use _GRECAPTCHA and other Google security signals. Duration is controlled by Google and may be up to 6 months.                             |
| Google Maps              | Functional                    | Displays embedded maps and location information.                                              | Google may set or access identifiers such as NID and related preference/security cookies when a map loads. Duration varies.                    |
| WhatsApp / Meta features | Functional / marketing        | Enables contact links or chat-style functionality and may connect a visit with Meta services. | Cookies or device identifiers depend on the feature used and whether the visitor is signed in to Meta services.                                |
| Stripe                   | Strictly necessary            | Supports secure payment and fraud prevention when a visitor enters a Stripe-powered checkout. | Examples may include __stripe_mid, __stripe_sid and other security identifiers. Session-based or persistent; duration is controlled by Stripe. |

## 7 Third-party responsibility and data transfers

Third-party providers may receive information such as an IP address, device or browser information, page activity, approximate location, identifiers and interaction or transaction-related signals. Their use of that information is governed by their own privacy and cookie information as well as our contractual arrangements where applicable.

Some providers may process information outside the United Kingdom. Where we are responsible for such a transfer, we use an appropriate legal safeguard and apply the measures described in our Privacy Notice. A visitor should also review the provider's own notice before enabling or using an optional third-party feature.

We do not control the precise lifespan of every third-party cookie. The provider or the live consent tool may show a different or more current duration than the examples in this policy.

## 8 Managing cookies in the browser

Most browsers allow users to view, block or delete cookies through privacy or security settings. Browser controls can usually block all cookies, third-party cookies or cookies for a particular website.

Blocking strictly necessary cookies may prevent the basket, checkout, consent memory, account or security features from working correctly. Browser deletion does not necessarily erase information already received by a provider, and some features may use storage technologies controlled separately from ordinary cookies.

A visitor may also use device or platform privacy controls. "Do Not Track" and similar signals are not implemented consistently across browsers and providers, so the consent tool is the clearest way to manage our website categories.

## 9 Personal information and individual rights

Where cookie information identifies or can reasonably be linked to a person, it may be personal data. Our Privacy Notice explains the purposes, lawful bases, retention, recipients and rights that apply to personal data, including rights of access, correction, erasure, restriction, objection and complaint where relevant.

Withdrawing cookie consent does not automatically delete personal data already held. A person who wants to exercise a data protection right should contact us using the details below.

## **10 Changes, review and cookie audits**

We may update this policy when technologies, providers, legal requirements or our website change. The latest version will state its effective date. Where an update materially changes optional processing, we will update the consent tool and request fresh consent where required.

We periodically review the website and consent mechanism to confirm the purposes, categories, providers and lifetimes of cookies, remove unnecessary technologies and ensure optional technologies remain subject to an appropriate choice.

## **11 Contact and complaints**

Questions about this policy or the use of cookies may be sent to Elite Tuition Centre Limited, 2 Cannon Hill Road, Birmingham, England, B12 9NN; email [info@elitetuitioncentre.org.uk](mailto:info@elitetuitioncentre.org.uk); telephone 0121 769 3292.

A person who is dissatisfied with our response about personal data may complain to the Information Commissioner's Office. Current contact information is available at <https://ico.org.uk/>. We would welcome the opportunity to address the concern first.

## Quick preference guide

| Choice           | Effect                                                                                |
|------------------|---------------------------------------------------------------------------------------|
| Accept all       | Enables optional functional, statistics and marketing categories shown by the banner. |
| Deny             | Keeps optional categories disabled; strictly necessary technologies may continue.     |
| View preferences | Allows category-by-category choices before saving.                                    |
| Change later     | Use the “Manage consent” link on the website.                                         |
| Delete locally   | Use browser privacy settings to remove stored cookies and site data.                  |

**Implementation note.** The cookie banner, live cookie register and this policy should be reviewed together after website, plugin, analytics, advertising or checkout changes. A live scan may identify provider-controlled cookies that do not appear on every page or visit.