

STEFFI HESKETH TUTORING

Cookies and Similar Technologies Policy

Public website policy

Purpose

This policy explains how our website uses cookies and other technologies that store information on, or access information from, a visitor's device and how visitors can control them.

Document control	Details
Policy owner	Steffi Hesketh, Founder
Applies to	Parents, carers, students, tutors, applicants and website users as relevant
Approved	21 July 2026
Version	1.0
Next scheduled review	21 July 2027
Status	Approved and operational - public website version

Important

The exact cookie names used by Wix and integrated services can change. The live cookie-settings panel on the website should show the current categories and allow visitors to accept, reject or manage non-essential technologies.

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This policy should be read with our Privacy Notice, which explains how personal information collected through the website is used.

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1. What this policy covers

This policy applies to www.steffiheskethtutoring.co.uk and website pages operated for Steffi Hesketh Tutoring. It does not control a third-party website that a visitor chooses to open, such as Calendly, Stripe, Facebook, Instagram or a video-conferencing provider.

2. What cookies and similar technologies are

Cookies are small text files placed on a device. Similar technologies include local storage, pixels, scripts, tags, software development kits and other tools that store or access information on a browser, device or app. They may be used to make a website work, remember preferences, understand visits or support advertising.

Some cookies last only for the browsing session. Others remain until they expire or are deleted. First-party technologies are set by our website; third-party technologies are set by another service used on or linked from the website.

3. How we use them

- Keep the website secure, prevent abuse and make pages, forms and navigation work.
- Remember cookie and accessibility preferences.
- Support contact forms and booking links.
- Understand how the website is used and improve content, where the law permits and the required controls are provided.
- Measure marketing or advertising only where enabled and where the required consent has been obtained.
- Support third-party functions that a visitor chooses to use, such as opening Calendly or a social-media page.

4. Cookie categories

Category	Purpose	Consent position	Typical duration
Strictly necessary	Security, network management, page delivery, form protection, session management and remembering consent choices.	Normally no consent is required where the technology is strictly necessary for a service requested by the visitor.	Session to approximately 12 months, depending on purpose.
Functional / preferences	Remember choices, improve features or enable an embedded service.	Consent is requested where required. A narrow functionality exemption may apply only where current law and ICO conditions are met.	Session to approximately 12 months.
Analytics / statistics	Understand page visits, broad device or referral information and website performance.	We seek consent where required. A narrow statistical-purpose exemption may apply only where legal conditions, transparency and opt-out requirements are satisfied.	Typically up to 13 months, depending on the tool.
Advertising / measurement	Measure campaigns, limit repeated adverts, attribute enquiries or support personalised advertising.	Consent is required before tracking or profiling for online advertising. Rejecting must be as easy as accepting.	Varies by provider; commonly days to 24 months.
Third-party embedded content	Load external booking, maps, video, social-media or payment functionality.	May require consent before loading, depending on what the provider stores or accesses and whether the service was specifically requested.	Set by the third party.

The table gives categories and normal ranges. The current cookie-management tool should provide the most specific available information about active technologies and their duration.

5. Third-party services

The website is currently hosted using Wix technology and links to or may integrate with services such as Calendly, Stripe, Facebook and Instagram. These services may set their own technologies when a visitor opens, embeds or interacts with them. Their privacy and cookie information applies to their own processing.

- Wix may use essential security, session and website-operation technologies.
- Calendly may use technologies when a visitor opens a booking page or embedded scheduler.
- Stripe may use security and fraud-prevention technologies when a visitor opens a payment page.
- Social-media platforms may collect information when a visitor follows a link, views embedded content or is already signed in to that platform.

- Analytics or advertising tools will be listed in the website cookie settings if enabled.

6. Consent and lawful exemptions

- Where consent is required, non-essential technologies will not be activated before the visitor makes a clear choice.
- Consent must be freely given, specific, informed and indicated by a positive action. Continuing to browse is not treated as consent.
- The banner should offer Accept, Reject and Manage choices with equal prominence or comparable ease.
- A visitor can withdraw consent or change a preference at any time through the cookie-settings control. Withdrawal does not affect earlier lawful use.
- Current law permits limited exemptions for certain statistical or functionality purposes. We rely on an exemption only where all legal conditions are met, clear information is provided, use is limited to the permitted purpose and any required opt-out is available.
- Consent is still required for tracking and profiling used for online advertising.

7. How to manage choices

1. Use the cookie banner or the "Cookie settings" link on the website to accept, reject or manage categories.
2. Use browser settings to block or delete cookies. Blocking strictly necessary technologies may prevent forms or parts of the site from working.
3. Change preferences whenever needed. The website may ask again after a reasonable period or when the purposes materially change.
4. For questions or to report a cookie-control problem, contact the business using the details below.

8. Children and website tracking

- The website is aimed primarily at parents and carers arranging tuition, even though information about lessons is relevant to children.
- We take children's needs into account when designing online processing and do not intentionally use behavioural advertising to profile children.
- A child should ask a parent or carer before submitting an enquiry or interacting with non-essential third-party content.

9. Changes and contact

This policy is updated when website technology, providers, consent arrangements or the law changes. The version and review date appear on each page. Visitors should use the live cookie-settings panel for the current configuration.

Contact Steffi Hesketh Tutoring

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Legal and guidance framework

This document has been prepared with reference to the following legislation and official guidance in force or published at the approval date:

- Privacy and Electronic Communications Regulations 2003, as amended.
- UK GDPR and Data Protection Act 2018, as amended by the Data (Use and Access) Act 2025.
- Information Commissioner's Office guidance on the use of storage and access technologies, updated April 2026.
- Information Commissioner's Office guidance on consent and online advertising.

This policy is reviewed at least annually and sooner when relevant law, guidance, systems or business arrangements change.