Cookies Policy

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1 Purpose

1.1 The purpose of this policy is to explain to users of this website https://www.ect.ac.uk/ how cookies are used on the site, the options for controlling the use of cookies and what cookies are used.

2 Scope

2.1 This policy applies to the cookies used on this website https://www.ect.ac.uk/ and in sales and marketing emails.

2.2 We also use third-party platforms such as HubSpot to track user interactions with our website and marketing communications. Where this information can be linked to an identifiable individual, it will be treated as personal data in accordance with our Privacy Notice.

2.3 Where you have previously engaged with us (for example by submitting an enquiry form), this information may be linked to your individual profile within our CRM system. This allows us to better understand user behaviour and improve our services.

2.4 This may include:

- Pages visited
- Frequency of visits
- Email opens and clicks
- Form submissions

2.5 Where required by law, this tracking is only carried out with your consent.

2.6 Where this information can be linked to an identifiable individual, it will be treated as personal data in accordance with our Privacy Notice. Further information can be found in our Privacy Notice.

3 Definitions

Cookie: Cookies are small files that are placed on your computer by the websites that you visit. They are used in order to make websites work, to provide features, or to work more efficiently, as well as to provide information to the owner of the site such as pages visited, number of visitors etc. Some cookies also enable the display of relevant advertising when you move from site to site.
We/us/our: Refers to Engineering College of Technology Ltd, the owner of this website registered at Companies House with company registration number 13664803.
Personal data: Is any information which can directly or indirectly identify a living person.
First Party Cookie: This is a cookie that is controlled by us
Third Party Cookie: This is a cookie provided by a third party e.g. Google Analytics for which we have no control over
Session: If a cookie does not contain an expiration date, it is considered a session cookie. Session cookies are stored in memory and never written to disk. When the browser closes, the cookie is permanently lost from this point on.
Persistent: These cookies stay in one of your browser's subfolders until you delete them manually or your browser deletes them based on the duration period contained within the persistent cookie's file

4 Cookie Types

4.1 We use the following categories of cookies:

Strictly Necessary Cookies

These cookies are essential for the operation of our website and cannot be switched off. They are usually set in response to actions made by you such as setting privacy preferences or filling in forms.

Analytics Cookies

These cookies allow us to measure and analyse how visitors use our website. This helps us improve functionality and user experience. These cookies are only used with your consent.

Functionality Cookies

These cookies enable enhanced functionality and personalisation, such as remembering your preferences.

Marketing Cookies

These cookies track your browsing habits to enable us and third parties to deliver relevant advertising and measure campaign effectiveness.

Legal Basis for Using Cookies

When you first visit our website, you will be presented with a cookie consent banner that allows you to:

- Accept all cookies
- Reject non-essential cookies
- Customise your preferences

You can change or withdraw your consent at any time by clicking the “Cookie Settings” link available on our website.

5. Cookie Details

5.1 Some cookies are set by third-party providers. We recommend reviewing their privacy policies for more information on how they process your data.

5.2 Necessary Cookies

Cookie Name	1st or 3rd Party	Duration	Purpose
__sharethis_cookie_test__	1st	Session	This cookie determines whether the browser accepts cookies.
local_storage_support_test	1st	Persistent	The cookie is used in context with the local-storage function in the browser. This function allows the

			website to load faster by pre-loading certain procedures.
pixelcat_id	1st		This is the pixelcat cookie used for Meta pixel and other social media pixels
cf_clearance	1st		Coudflare cookie

5.3 Analytical Cookies

Cookie Name	1st or 3rd Party	Duration	Purpose
_ga	1st	2 years	Registers a unique ID that is used to generate statistical data on how the visitor uses the web site.
_gat	1st	1 day	Used by Google Analytics to throttle request rate
_gid	1st	1 day	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
_gcl_au	1st	persistent	Google adsense cookie to store and track conversions
_fbp		3 mos	Meta cookie to store and track visits across websites
__stripe_mid	1st	1 yr	Stripe cookie to provide fraud prevention
__hssc	1st	3 mins	Hubspot cookie to store anonymized statistics
__hssrc	1st	session	HubSpot cookie to store a unique session ID
hubspotutk	1st	13 mos	Hubspot cookie to store and track a visitor's identity
__hstc	1st	13 mos	HubSpot cookie to store time of visit
_clck	1st	1 yr	MS Clarity cookie to store a unique user ID
_clsk	1st	1 yr	MS Clarity cookie to store and combine pageviews by a user into a single session recording

_pk_id*	1st	13 mos	Matomo cookie to store a unique user ID
_pk_ses*	1st	session	Matomo cookie to store a unique session ID
_uetsid	1st	1 day	MS Ads cookie to store and track visits across websites
_uetvid	1st	13 mos	MS Ads cookie to store and track visits across websites

5.3 Marketing Cookies (Note, this includes marketing and sales emails)

Cookie Name	1st or 3rd Party	Duration	Purpose
__widgetsettings	3rd	Persistent	This cookie is set by Twitter - The cookie allows the visitor to share content from the web site on to their Twitter profile.
st_samesite	3rd	Persistent	Used by ShareThis to track visitor's web site navigation and preferences - This is used for internal statistics and marketing.
__stripe_mid	1st	1 yr	Stripe cookie to provide fraud prevention

We regularly review and update our cookie usage. While we aim to keep this information accurate and up to date, cookies may change over time as we improve our website.

Last updated: 2026-06-26

6. Using Your Browser To Control Cookies

6.1 As well as setting cookie preferences using the cookie settings options when you visit the website, you can also control cookie settings in your browser. How to control cookies for some of the most common browsers are detailed below:

- Google Chrome
- Firefox
- Safari (Mac)
- Safari (iPhone/iPad)
- Internet Explorer
- Microsoft Edge

7. Managing Analytical Cookies

7.1 You can opt out of anonymous tracking from third party analytics cookies by clicking on the links of our service providers here:

Google Analytics: https://tools.google.com/dlpage/gaoptout

8. Further Information

8.1 If you would like any further information about the use of cookies on this website, please contact us at dataprotection@ect.ac.uk

Please also see our privacy notice here

9. Changes To Our Policy

9.1 We may make changes to this policy from time to time and the latest version of the policy will always be displayed on our website. You should check this policy from time to time to see any updates. This policy was last updated on 10/07/2026