



## **British International Remote School (BIRS) Cookie Policy**

### **Effective Date:**

#### **1. Introduction**

- 1.1. This Cookie Policy explains how eLearnSmart Ltd, trading as British International Remote School (“BIRS”, “we”, “us”, or “our”), uses cookies and similar tracking technologies on our website, <https://thebirs.co.uk> (the “Website”). It explains what these technologies are, why we use them, and your rights to control our use of them.
- 1.2. This policy should be read in conjunction with our **Privacy Policy**.
- 1.3. Before any non-essential cookies are placed on your device, we will request your consent via our cookie consent banner. By actively giving your consent for specific categories of non-essential cookies through this banner, and by continuing to use our Website thereafter, you are agreeing to our use of those consented-to cookies as described in this policy.
- 1.4. The use of strictly necessary cookies does not require your consent as they are essential for the functioning of our Website, but you can find information about them below.

#### **2. What Are Cookies?**

- 2.1. Cookies are small text files placed on your device (computer, smartphone, or another device) when you visit a website. They help websites function properly, or more efficiently, and provide information to website owners. Cookies can be:
  - a) **Session cookies:** Temporary and deleted from your device when you close your web browser.
  - b) **Persistent cookies:** Remain on your device for a set period or until you delete them.

- 2.2. Cookies set by the Website owner (BIRS) are “first-party cookies”. Those set by other parties (e.g., analytics providers) are “third-party cookies”. Third-party cookies enable third-party features or functionality (e.g., analytics) to be provided on or through the Website and can recognise your device across multiple websites.

### 3. Why We Use Cookies

We use both first-party and third-party cookies for several reasons:

- a) To ensure the technical operation of the Website (“strictly necessary” cookies).
- b) To enhance the performance of our Website.
- c) To analyse Website usage, allowing us to understand how users interact with our Website.

### 4. Types of Cookies We Use

The specific types of first-party and third-party cookies served through our Website and the purposes they perform are described below:

#### 4.1. Strictly Necessary Cookies

**Purpose:** These cookies are essential for the website to function properly. They enable core functionalities such as security, network management, accessibility, and remembering your cookie consent preferences. Without these cookies, services you have asked for (like accessing secure areas) cannot be provided.

Cookie Name	Provider	Purpose	Duration
PHPSESSID	thebirs.co.uk	Preserves user session state across page requests.	Session
wordpress_test_cookie	WordPress	Checks if the user’s browser supports cookies.	Session
[Actual Usercentrics Cookie Name]	Usercentrics (or your specific implementation)	Stores user’s cookie consent preferences.	1 year (or as configured)

**How to refuse:** Because these cookies are strictly necessary to deliver the Website to you, you cannot refuse them if you wish to use its core functionalities. However, you

can block or delete them by changing your browser settings (see Section 6), though this may affect how the Website functions.

#### 4.2. Performance Cookies

**Purpose:** These cookies collect information about how visitors use the website, such as which pages are visited most often. This data helps improve website performance.

Cookie Name	Provider	Purpose	Duration
_ga	Google Analytics	Distinguishes users by assigning a unique ID.	2 years
_gid	Google Analytics	Stores and updates a unique value for each page visited (distinguishes users).	24 hours
_gat	Google Analytics	Throttles request rate to limit data collection on high-traffic sites.	1 minute

**How to refuse:** You can refuse these cookies by managing your preferences via our cookie consent banner (provided by Usercentrics) or by following the instructions below under “How Can I Control Cookies?”.

#### 4.3. Analytics Cookies

**Purpose:** These cookies help website owners understand how visitors interact with websites by collecting and reporting information, typically anonymously.

Cookie Name	Provider	Purpose	Duration
_ga_<container-id>	Google Analytics	Used to persist session state.	2 years

**How to refuse:** You can refuse these cookies by managing your preferences via our cookie consent banner (provided by Usercentrics) or by following the instructions below under “How Can I Control Cookies?”. You can also opt-out of Google Analytics specifically by using Google’s opt-out browser add-on (<https://tools.google.com/dlpage/gaoptout>).

#### 4.4. Advertising/Targeting Cookies

BIRS confirms that it does not currently use advertising or targeting cookies on its Website for the purpose of delivering targeted advertisements on other sites. If our use of such cookies changes in the future, this Cookie Policy will be updated accordingly, and your consent will be sought where required.

## 5. Other Tracking Technologies

- 5.1. We and our third-party partners (such as our email marketing service provider, if applicable) may also use other, similar technologies from time to time, like web beacons (sometimes called “tracking pixels” or “clear gifs”). These are tiny graphics files that contain a unique identifier that enable us to recognise when someone has visited our Website or opened an e-mail that we have sent them.
- 5.2. This allows us, for example, to monitor the traffic patterns of users from one page within our Website to another, to deliver or communicate with cookies, to understand whether you have come to our Website from an online advertisement displayed on a third-party website, to improve site performance, and to measure the success of e-mail marketing campaigns.
- 5.3. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functioning.

## 6. How Can I Control Cookies?

You have the right to decide whether to accept or reject cookies (other than strictly necessary cookies).

### 6.1. Cookie Consent Banner/Tool

When you first visit our Website, you are presented with our cookie consent banner (powered by Usercentrics, Configuration ID: qyJdBNxesKFU0z). This tool allows you to manage your cookie preferences for non-essential cookies before they are set, enabling you to accept all, reject all non-essential, or customize your choices.

### 6.2. Browser Controls

You can set or amend your web browser controls to accept or refuse cookies. If you choose to reject cookies, you may still use our Website, though your access to some functionality and areas of our Website may be restricted. As the means by which you can refuse cookies through your browser controls vary from browser to browser, you should visit your browser’s help menu for more information.

The following links provide information on how to manage cookies on popular browsers:

- a) Google Chrome: <https://support.google.com/chrome/answer/95647>
- b) Mozilla Firefox:  
<https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>

- c) Microsoft Edge:  
<https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09>
- d) Safari (Desktop):  
<https://support.apple.com/guide/safari/manage-cookies-and-website-data-sfri11471/mac>
- e) Safari (Mobile): <https://support.apple.com/en-us/HT201265>
- f) Opera: <https://help.opera.com/en/latest/web-preferences/#cookies>

## 7. **Changes to This Cookie Policy**

- 7.1. We may update this Cookie Policy from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal, or regulatory reasons. Please therefore re-visit this Cookie Policy regularly to stay informed about our use of cookies and related technologies.
- 7.2. The “Effective Date” at the top of this Cookie Policy indicates when it was last updated.

## 8. **Further Information**

If you have any questions about our use of cookies or other technologies, please email us at [contact@thebirs.co.uk](mailto:contact@thebirs.co.uk).