



## Cookie Policy for Rapid Learn Ltd

**Effective Date:** 18<sup>th</sup> July 2023

At Rapid Learn Ltd, we use cookies and similar technologies to improve your experience on our website, analyse performance, and deliver relevant content. This Cookie Policy explains what cookies are, how we use them, and your options for managing them.

### What Are Cookies?

Cookies are small text files stored on your device when you visit a website. They help the site function properly, remember your preferences, and gather information to improve its performance. Cookies can be “session cookies” (deleted when you close your browser) or “persistent cookies” (remain on your device for a set period).

### How We Use Cookies

We use cookies to:

- Enhance website functionality and performance.
- Analyse traffic and user behaviour to improve our services.
- Deliver targeted advertisements and content.

The types of cookies we use include:

#### 1. Strictly Necessary Cookies:

These cookies are essential for the website to function and cannot be switched off. Examples include cookies that enable you to log in or complete forms.

#### 2. Performance Cookies:

These cookies collect anonymous information about how visitors use our website, such as which pages are most visited. This helps us improve site performance.

#### 3. Functionality Cookies:

These cookies remember your preferences (e.g., language settings) to provide a more personalized experience.

#### 4. Targeting/Advertising Cookies:

These cookies track your browsing habits to deliver relevant advertisements. They are also used to measure the effectiveness of advertising campaigns.

## Cookies We Use

Here are some examples of the cookies used on our website:

Cookie Name	Purpose	Type	Duration
_ga	Google Analytics tracking	Performance	2 years
_gid	User session analytics	Performance	24 hours
consent_cookie	Stores cookie preferences	Strictly Necessary	1 year

## Third-Party Cookies

We may allow third-party services (e.g., Google Analytics, social media platforms) to set cookies on our website. These third parties may use the information collected for their purposes, such as tracking your interaction with their services.

## How to Manage Cookies

**You can manage your cookie preferences in the following ways:**

### 1. Cookie Banner:

When you first visit our website, you'll see a cookie banner asking for your consent. You can choose to accept or customize your preferences.

### 2. Browser Settings:

Most web browsers allow you to manage cookies through their settings. You can block or delete cookies from your device. Visit your browser's help section for specific instructions:

- Google Chrome
- [Mozilla Firefox](#)
- [Microsoft Edge](#)

### 3. Opt-Out Tools:

For targeted advertising cookies, you can opt-out using services like:

- [Your Online Choices](#)
- Network Advertising Initiative

Please note that blocking or deleting cookies may affect the functionality of our website.

## Contact Information:

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