



# **WEBSITE PRIVACY AND COOKIES POLICY**

In Toto Ed Ltd  
Date created: 06.02.2024  
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A handwritten signature in black ink, appearing to be "Stacey Green".

Approved by: Simon Gunton

A handwritten signature in black ink, appearing to be "Simon Gunton".

This Website Privacy & Cookie Policy and Privacy Notice sets out how we use and protect any information that you give when you use this website. We are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

We may change this policy periodically, so please check this page from time to time to ensure that you are happy with any changes.

## **Information collected by our website**

### **What we collect**

Personal data is collected about you whenever you access our website, sign up to our newsletter, contact us, send us feedback, post material to social media platforms, complete forms on our website, and take part in customer surveys. The personal data we receive, and process is dependent upon how you access our website, what you do whilst you are accessing it, and what you perceive the end result of accessing our website will be.

In general, the sorts of data that we can acquire, depending upon the circumstances, may include:

- your name, address, email, telephone number and other contact details;
- your date of birth;
- details of any feedback you give us, and this may be by phone, email, post or via social media;
- information about the services we provide to you;
- your IP address, the browser you use, your operating system;
- the pages of our website, or other resources on that website, that you have accessed and when you accessed them;
- details of any documents or other resources that you have downloaded from our website.

### **What we do with the information collected**

We require this information to understand your needs and provide you with more information for the product(s)/service(s) you have requested. Your information may also be stored in a CRM system for internal record keeping. We may use the information to improve our products and services. We may periodically send promotional emails about new products, special offers or other information, which we think you may find interesting using the email address you have provided. From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, or mail. We may use this information to customise the website according to your interests.

We will not sell, distribute, or lease your personal information to third parties unless we have your permission or are required by law to do so.

## **Controlling your personal information**

You may choose to restrict the collection or use of your personal information in the following ways:

- You can opt in to receive email updates from In Toto Ed by signing up to our newsletter. If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind by emailing us or clicking 'unsubscribe' in emails.
- By making selections about which cookies can be used when you visit the website.

## **Website Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic, and managerial procedures to safeguard and secure the information we collect online.

## **External Links**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information that you provide whilst visiting such sites that are not governed by this privacy notice. You should exercise caution and look at the privacy notice applicable to the website in question.

## **COOKIES**

### **About Cookies**

A cookie is a small file that asks permission to be placed on your computer's hard drive. Once you agree, the file is added, and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual and help us to provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. However, this may prevent you from taking full advantage of our website.

Cookies deployed by our website:

- ensure that functionality operates as intended,
- remember your choices and preferences during and between visits,
- allow you to share pages via social network widgets like Facebook, Twitter, and LinkedIn
- allow you to interact with our website by leaving comments or opinions,
- post enquiries via our Anti-Spam enquiry form,
- track your visit for statistical analysis, allowing us to improve the usability, speed and security of our website.

Cookies are not deployed to:

- collect any personal identifiable information (without your express permission),
- collect any sensitive information (without your express permission),
- pass personally identifiable data to third parties,
- pay sales commissions.

### **Cookies used by our website**

#### **Social Network Sharing**

We encourage users to share our content and/or like our profiles on the popular Social Media websites Facebook, Twitter, Instagram, and LinkedIn. In order to make 'Social Sharing' accessible, our website may use widgets either provided directly from the Social Networks and/or from our website platform Wix. Cookies and privacy implications from the social networks vary and will be dependent on your nominated privacy settings with each Social Network. Social Sharing buttons will only deploy cookies if you are signed in to that respective Social Network at the time of being on our website.

### **Analytical Tracking**

Our website has Google Analytics and Hotjar installed, which allow us to track and compile anonymous visitor statistics. The information collected ranges from simple traffic volume to the type of browser you are viewing our website with. This information is valuable to us not just for marketing analysis and quantification, but to improve the usability, security, and load speed of our website content. Google Analytics is a popular, secure, flagship webmaster product from Google. The privacy and security of Google Analytics data is a high priority at Google that you can read more about on [Google's Analytics Data Safeguarding](#) page. Google also offer a [Google Analytics Opt-out Browser Add-on](#) that will allow you to automatically opt-out of all websites that track your activity via Google Analytics. No personal information is collected by either Google Analytics or Hotjar.

### **Cookie Consent Check**

As mentioned above, upon your first visit our website displays a banner alerting you about cookies being deployed by our website. In order for our website to remember your choice of opting-in, we store an anonymous cookie to remove the alert banner for 28 days. To prevent this cookie being stored, simply do not accept, and close the alert. If you have already accepted the alert and you wish to remove the cookie, please clear your cookies within your browser settings.

### **Wix**

Our website, either in full or in part, is built on the popular platform Wix. Wix utilises cookies to allow visitors to register, login and comment on our website's content. If you do not wish to participate in commenting on our website, Wix will not deploy any cookies onto your device. Cookies will only be created by Wix if you actively register or comment via the clear forms on our website.

### **Enquiry Forms**

Visitors can choose to contact us via enquiry form(s) on our website. In order to prevent spam enquiries, we may choose to protect our forms with a 'CAPTCHA' challenge to ensure the submission is from a living person, rather than a computer bot. This CAPTCHA challenge creates a cookie that is used only to check the input response from the user is correct. The CAPTCHA cookie does not store any other information from your enquiry.

### **Google Maps/Places**

Our website may have our Google Maps/Places profile embedded within an iframe. Google Maps creates cookies that enable the functionality of their powerful mapping software. No personal information is stored or shared on the cookies deployed by Google Maps/Places

## Cookies Deployed

Service	Classification
<i>Below are the classifications of cookies deployed on our website. The technical cookies used within each Service may change periodically, particularly those managed by third party companies. For an up to date list, please contact the Marketing Team.</i>	
Cloudflare	Strictly necessary
Ruler Analytics	Analytics
Google Analytics	Analytics
Hotjar	Analytics
Facebook	Advertising
Google Ads	Advertising
VWO	Performance

### How to disable cookies

Most modern browsers allow you to control your cookie settings for all websites that you browse. You can disable cookie deployment completely by editing your browser settings, however in doing this you may be limiting the functionality that is displayed on our website. To learn how to disable cookies on your preferred browser we recommend reading [this advice posted by Google](#). If you are concerned about cookies tracking your movements on the Internet then you may be concerned about spyware. Spyware is the name given to a particular band of cookies that track personal information about you. There are many anti spyware programs that you can use to prevent this from happening. Learn more about anti spyware software – <http://en.wikipedia.org/wiki/Spyware>. As mentioned earlier in this page, you can also disable Google Analytics on all websites by downloading the Google Analytics Opt- out Browser Add-on.

### Email Communications

We use Transport Layer Security (TLS) to encrypt and protect email in line with best practice. If your email domain does not support TLS, you should be aware that any emails we send or receive from you may not be protected in transit. We also monitor any emails sent to us, including file attachments, for viruses or malicious software. Please be aware that you have a responsibility to ensure that any email you send is within the bounds of the law.