

Cookie Policy

Optimum Skills may be referred to in this document as (“We”, “Our”, “Us”)

INFORMATION ABOUT OUR USE OF COOKIES

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our website. By continuing to browse the website, you are agreeing to our use of cookies, unless you specifically update your preferences to disallow these cookies.

A cookie is a small file of letters and numbers that we store on your browser. Cookies contain information that is transferred to your computer.

The cookies we set are called “first party cookies”. Cookies set by parties others such as Youtube are called “third party cookies”. The third parties that set these third party cookies can recognise your computer both when it visits the website or service in question and also when it visits certain other websites or services.

We use first party and third party cookies for several reasons. Some cookies are required “strictly necessary” for technical reasons in order for our Websites and Services to operate. Other cookies enable us and the third parties we work with to track and target the interests of visitors to our websites, and we refer to these as “performance” or “functionality” cookies.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website.
- **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily. These so-called “analytics” programs also tell us if, on an anonymous basis, how people reached this site (e.g. from a search engine) and whether they have been here before.
- **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you.
- **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website more relevant to your interests. We may also share this information with third parties for this purpose.

- **Social Website Cookies**

So you can easily “Like” or share our content on the likes of Facebook and LinkedIn we have included sharing buttons on our site. The privacy implications on this will vary from social network to social network and will be dependent on the privacy settings you have chosen on these networks.

List of Cookies on our site

Name	Information	Purpose
_ga	Third Party	Used to distinguish unique users by assigning a randomly generated number as a client identifier.
_gat	Third Party	Stores randomly generated ids and campaign information relating to the user.
SIDCC	Third Party	Google cookie
SID	Third Party	Google cookie
SAPISID	Third Party	Google cookie
HSID	Third Party	Google cookie
SSID	Third Party	Google cookie
APISID	Third Party	Google cookie
1P_JAR	Third Party	Google cookie
SEARCH_SAMESITE	Third Party	Google cookie
NID	Third Party	Google cookie
AEC	Third Party	Google cookie
CONSENT	Third Party	Google cookie
VISITOR_INFO1_LIVE	Third Party	YouTube video cookie
YSC	Third Party	YouTube video cookie
PREF	Third Party	YouTube video cookie
GPS	Third Party	YouTube video cookie

SAPISID	Third Party	YouTube video cookie
APISID	Third Party	YouTube video cookie
HSID	Third Party	YouTube video cookie
SSID	Third Party	YouTube video cookie
SID	Third Party	YouTube video cookie
SIDCC	Third Party	YouTube video cookie
VISITOR_PRIVACY_METADATA	Third Party	YouTube video cookie
LOGIN_INFO	Third Party	YouTube video cookie
CONSENT	Third Party	YouTube video cookie
wfvt_1319946297	First party	Cookie set by the Wordfence Security WordPress plugin which notes information about your general geographic location.
_hssc	First party	Optimum Skills cookie
Hubspotutk	First Party	Optimum Skills cookie
_gat_gtag_UA	First Party	Optimum Skills cookie
_gid	First Party	Optimum Skills cookie
__hssrc	First Party	Optimum Skills cookie
__hstc	First Party	Optimum Skills cookie

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our website.

Changes to our cookie policy

Any changes we may make to our cookie policy in the future will be posted on this page.

Contact

QUESTIONS, COMMENTS AND REQUESTS REGARDING THIS COOKIE POLICY ARE WELCOMED AND SHOULD BE ADDRESSED TO marketing@optimumskills.co.uk or Marketing @ Unit 23, Parsons Court, Welbury Way, Newton Aycliffe, DL5 6ZE