COOKIE NOTICE

1. The Basics

What are Cookies?

Cookies are small text file stored on your computer or smartphone when you visit web pages. They are widely used in order to make websites work, or work more efficiently, as well as to provide us information for different purposes.

2. The Categories

a. First/Third-Party Cookies

- **First party cookies:** cookies that the John Lyon School ("the School" – including both John Lyon Senior and Prep) drop to keep track of what you have in your basket and to remember you when you return to our site.
- **Third-party cookies**: cookies dropped by third parties The School has a contractual relationship with. We use third party cookies to enable specific functionalities and enhance the customer experience.

b. Session/Persistent Cookies

Cookies can remain on your computer or mobile device for different periods of time:

1. **"Session cookies"** exist only while your browser is open. These are deleted automatically once you close your browser.

2. **"Persistent cookies"** survive after your browser is closed. They can be used by the website to recognize your computer when you open your browser and browse the Internet again.

c. Purposes

- **Advertising/Targeting:** Marketing cookies are used to offer content that is more relevant to the user and adapted to your interests based on your browsing habits. They are also used to measure and control the effectiveness of campaigns. For example, they register whether a website has been visited or not, the links you have followed, as well as which content has been used. This information is used to create an interest profile so that only content that is interesting for you is displayed. If you withdraw your consent to marketing cookies, this does not mean that you will see or receive less content as a result. Rather, it means that the content you see and receive is not tailored to your individual needs.

We have relationships with carefully selected third parties who may also set cookies during your visit to be used for remarketing purposes – in other words to show you different products and services based on what you appear to be interested in. This type of advertising is designed to provide you with a selection of products based on what you're viewing on the School, which are presented to you by our business partners when you visit other selected websites.

- **Analytics/Performance:** These cookies allow us to gather analytics to improve the performance and functionality of the School website. These analytics can include measurements on the popularity of a page, common patterns of how people browse around the website, and how frequently a certain feature is used. These cookies don't collect information that personally identifies you. Under the DUAA 2025, analytics cookies used solely for statistical purposes may be placed without prior consent, provided a clear opt-out is available (see Section 4 below).

- **Functionality Cookies:** These cookies enable our website to recognize you when you return to the School website and to remember choices you make such as your language preference, username or the region you are in. This enables us to personalize our content for you. You may opt-out of these cookies, but it will impact your experience on the website, and you may need to repeat certain selections each time you visit.

The School may display video content using Adobe Flash Player, delivered by Vimeo. Adobe uses Flash cookies (also known as Local Shared Objects) to help improve your experience as a user. If you wish to disable or delete a Flash cookie, go to: https://www.adobe.com/uk/privacy/opt-out.html. Please note that the School is not responsible for the content of external websites. If you do disable Flash cookies, you will be unable to access certain content (such as videos) on the website.

- **Strictly Necessary/Required Cookies:** These cookies are fundamental to website functionality. Without them, essential parts of the School website cannot be used. Accordingly, these cookies are always activated on our website. They are only used when you visit our Platform and are usually deleted when you close your browser. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.

- **Social Media Sharing**: Third party social media widgets or buttons give you the chance to share content from web pages to social media web sites and email. Use of these widgets or buttons may place a cookie on your device to make their service easier to use, ensure your interaction is displayed on our web pages (e.g. the social share count cache is updated) and log information about your activities across the Internet and on web sites. We encourage you to review each provider's privacy information before using any such service.

3. Cookies we use on our Platform

The table below explains the cookies we use and why.

John Lyon					
Cookie name	**Description**	**Category/ Purpose**	**Duration**	**First/Third Party**	**Session/ Persistent**
_ga	The _ga cookie, installed by Google Analytics, calculates visitor, session and campaign data and also keeps track of site usage for the site's analytics report.	Analytics	1 year	First	Persistent
_gcl_au	This cookie is used to store and track conversions.	Tracking	Persistent	First	Persistent
_gid	This helps us count how many people visit https://www.johnlyon.org/ by tracking if you've visited before.	Analytics	1 day	First	Persistent
cookieyes-consent	This lets us know you consent to the cookies on this website	Necessary	6 months	First	Persistent
cookieconsent_status	This lets us know you consent to the cookies on this website	Necessary	1 year	First	Persistent
Visitor_Info1_Live	This cookie is used to store and track interaction.	Tracking	6 months	Third	Persistent
Visitor_Privacy_Metadata	This cookie is used to track and enrich the users privacy settings on the Youtube platform.	Marketing	180 days	Third	Persistent
YSC	This cookie is used to store and track interaction.	Analytics	Session	Third	Session
pum-1074331641	This cookie is used to store and track interaction with a website popup	Functionality	Session	First	Session
AMCV_8AD*	This cookie is used to store and track interaction.	Tracking	2 years	Third	Persistent
__q_state_*	This cookie is used for the functionality of the website's chat box function.	Functionality	1 year	Third	Persistent
_biz_uid	This cookie is used to uniquely identify a user on the domain.	Analytics	1 year	Third	Persistent
_biz_nA	This cookie is used in line with other Adobe Marketo cookies for internal diagnostics purposes.	Analytics	1 year	Third	Persistent
_biz_flagsA	This cookie is used in line with other Adobe Marketo cookies for internal diagnostics purposes.	Analytics	1 year	Third	Persistent
_mkto_trk	This cookie is used to generate an anonymous lead record.	Analytics	2 years	Third	Persistent
cfmrk_cic	This cookie is used to identify trusted web traffic.	Security	3 months	Third	Persistent
cfz_facebook-pixel	Used to identify ad-driven user activity from Facebook to the John Lyon website.	Analytics	1 year	Third	Persistent
cfz_reddit	Used to identify ad-driven user activity from Reddit to the John Lyon website.	Analytics	1 year	Third	Persistent
kndctr_*	This cookie is used for personalisation content.	Marketing	1 year	Third	Persistent

4. Your choice

We use the "Strictly Necessary/Required Cookies" to ensure that you get the most out of our website. These cookies enable you to navigate through the School website and use its features. Therefore, these cookies are always active on our website.

We will only use "Analytics", "Advertising" and "Social Media" cookies if you consent, which you will do through the Cookie Banner. However, under the Data (Use and Access) Act 2025 (DUAA), certain Analytics and Functionality cookies may be set without prior consent where their sole purpose is to collect statistical information about how the website is used, or to enable the website to adapt its appearance or functions to your preferences. Where the School relies on this exemption, we will always provide a clear opt-out mechanism so you can prevent these cookies from being set. Advertising, Targeting and Social Media cookies continue to require your prior consent via the Cookie Banner.

If you decline, a single cookie will be used in your browser to remember your preference not to be tracked.

5. How can you change your cookie settings?

You can manage website cookies in your browser settings, and you always have the choice to change these settings by accepting, rejecting, or deleting cookies. All browser settings are slightly different, so to manage cookies, you should check the Help menu of your particular browser (or your mobile phone's handset manual). To find out more about cookies, including how to see what cookies have been set, visit www.aboutcookies.org or www.allaboutcookies.org.
If you choose to change your settings, you may find that certain functions and features will not work as intended on the Services.

Find out how to manage cookies on popular browsers:

- Google Chrome
- Microsoft Edge
- Mozilla Firefox
- Microsoft Internet Explorer
- Opera
- Apple Safari

To find information relating to other browsers, visit the browser developer's website.
To opt-out of being tracked by Google Analytics across all websites, visit http://tools.google.com/dlpage/gaoptout.

6. Contact Info

If you have any questions about our use of cookies or other technologies, please contact our Privacy Officer at DataProtection@johnlyon.org.

7. Changes to our Cookie Notice

We may make changes to this Cookie Notice from time to time. We will post any changes to our website or notify you of any material changes by e-mail. Any changes will come into effect the next time you engage with us after the changes have been notified.

Reviewed by:	Bursar	Implemented:	September 2026	Next Review: September 2027