



## Cookie Policy

NxtGen Education Ltd.

Registered in England & Wales

Company Registration Number: 13358224

Registered Office: 2 Lord Street, OL1 3EY

### 1. What Are Cookies?

Cookies are small text files placed on your device when you visit a website. They serve various functions from remembering your preferences to tracking how you use the site. The use of cookies is regulated by the Privacy and Electronic Communications Regulations (PECR) and, where relevant, the UK GDPR

### 2. Why We Use Cookies

We use cookies to:

- Ensure the basic functionality of the website (e.g., navigation, form completion).
- Understand how users interact with our site through analytics.
- Tailor your browsing experience and remember preferences.
- Enable marketing and advertising functionalities through third-party services.

### 3. Types of Cookies We Use

We categorise cookies into the following:

Category	Purpose
Essential Cookies	Required to ensure basic site functionality (e.g., session management). Consent is not required.
Analytical Cookies	Help us understand how visitors use our site—for performance improvements.

Functional Cookies	Store preferences such as language settings.
Marketing Cookies	Enable advertising and remarketing, often involving third-party providers.

In line with ICO guidelines, we will only place non-essential cookies (analytics, functional, marketing) on your device after obtaining your informed consent

## 4. Consent & Cookie Banners

On your first visit, you will see a cookie banner that allows you to either Accept All, Reject Non-Essential, or Manage Preferences.

Consent must be active, clear, and freely given—no pre-ticked boxes or implied consent allowed.

You can withdraw or modify your consent at any time via the “Cookie Settings” link in the footer.

## 5. Third-Party Cookies

We use cookies from third parties (e.g., Google Analytics, social media platforms) to deliver services and features like embedded content. These services may collect your data in line with their own privacy policies, which you should review separately.

## 6. No Cookie Walls

Access to our site is not conditional on accepting non-essential cookies. This ensures that consent is truly optional and freely given—aligned with ICO expectations.

## 7. Consent Record-Keeping

We maintain records of your cookie preferences to demonstrate compliance with PECR and UK GDPR standards. This includes details of when and how consent was obtained.

## 8. User Controls

You can manage or block cookies via your browser settings. You can also delete existing cookies. Note that disabling certain cookies may affect website functionality. We provide guidance on how to do this in the “Help” or “Cookie Settings” section.

## 9. Ongoing Compliance

- We review and update our cookie usage regularly to remain aligned with evolving ICO guidance and enforcement trends
- Non-compliance concerns can result in enforcement action, including fines under PECR. The ICO has heightened enforcement on cookie compliance in 2025

## 10. Further Information & Complaints

If you have any questions about our use of cookies, or would like to exercise your rights, please contact us:

Email: [info@nxtgenedu.co.uk](mailto:info@nxtgenedu.co.uk)

Phone: 02045867400

You also have the right to lodge a complaint with the ICO:

Visit <https://ico.org.uk> or call 0303 123 1113.safeguarding