



WESTERFIELD COLLEGE

LEARNING AND ENRICHMENT CENTRE

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POLICY WC27: WEBSITE COOKIE POLICY & TRACKING TECHNOLOGIES

Document Reference:

WC23 - Website Cookie Policy

Effective Date / Last Updated:

August 2026 | Annual Review

Data Controller:

Westerfield College Ltd

Compliance Lead / Contact:

Vicki Miles (Centre Manager & DSL) | dsl@westerfieldcollege.co.uk

1. What Are Cookies?

Cookies are small text files that are placed on your computer, smartphone, or tablet when you visit our website. They are widely used to make websites work efficiently, provide a smoother browsing experience, and furnish website owners with analytical information about site usage.

This Cookie Policy explains how Westerfield College ('we', 'us', or 'our') uses cookies and similar tracking technologies on our website in accordance with the Privacy and Electronic Communications Regulations (PECR) and the UK General Data Protection Regulation (UK GDPR).

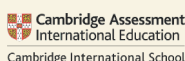
2. Categories of Cookies We Use

We classify the cookies used on our website into four main categories:

1. **Strictly Necessary Cookies (Essential):** These cookies are required for the technical operation of our website. They enable core functionalities such as page navigation, security, user sign-in, and processing course application forms. The website cannot function properly without these cookies, and they do not require user consent under PECR.

2. **Analytical / Performance Cookies:** These cookies allow us to count page visits and traffic sources so we can measure and improve the performance of our website. They help us understand which pages are most popular and how visitors move around the site. All information collected by these cookies is aggregated and anonymous.

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 www.westerfieldcollege.uk

 01299584020
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 Abberley, Worcester,
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3. **Functionality Cookies:** These cookies enable the website to provide enhanced functionality and personalization. They remember choices you make (such as language preferences, region, or enquiry form details) to deliver a tailored experience on subsequent visits.

4. **Marketing / Targeting Cookies:** These cookies may be set through our site by advertising partners or social media platforms. They are used to build a profile of your interests and display relevant educational course advertisements on other platforms. They do not store direct personal information, but rely on uniquely identifying your browser and internet device.

3. Cookie Inventory Table

Cookie Name	Category	Purpose	Duration
wc_session_id	Strictly Necessary	Maintains user session security during online enrolment/enquiries.	Session
cookie_consent_status	Strictly Necessary	Remembers your cookie consent preferences.	1 Year
_ga / _ga_*	Analytical (Google Analytics)	Calculates visitor, session, and campaign data for site analytics.	2 Years
_fbp	Marketing (Meta Pixel)	Used to deliver targeted course advertisements on social media.	3 Months

4. How to Manage and Disable Cookies

Consent Preference Banner: When you first visit our website, a cookie banner will appear allowing you to Accept All, Reject Non-Essential, or customize your preferences.

Browser Settings: You can also manage or block cookies directly through your web browser settings. Please note that blocking strictly necessary cookies may impact website functionality and prevent you from completing online application forms.

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Browser Guides:

- Google Chrome: Settings > Privacy and security > Cookies and other site data
- Mozilla Firefox: Options > Privacy & Security > Cookies and Site Data
- Apple Safari: Preferences > Privacy > Block all cookies
- Microsoft Edge: Settings > Site permissions > Cookies and site data

5. Updates to This Policy & Contact Details

We may update this Cookie Policy from time to time to reflect changes in technology, legal requirements, or our operational practices. Any changes will be posted on this page with an updated effective date.

If you have any questions regarding our use of cookies or data privacy, please contact:

- Contact Person: Vicki Miles (Centre Manager & DSL)
- Email: dsl@westerfieldcollege.co.uk
- Telephone: +44 7946 603595
- Website: www.westerfieldcollege.co.uk

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