WETHERBY PREPARATORY SCHOOL
MARYLEBONE

inspired

Wetherby Preparatory School
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Cookies Policy

Policy reviewed by:	Lloyd Jackson
Review date:	July 2026
Submission date:	July 2026
Policy actioned from:	September 2026 – August 2027
Next review date:	July 2027
Reviewer's signature:	
Head's signature:	

Circulation: This policy is addressed to all members of staff and volunteers and is available to parents on request. It applies wherever staff or volunteers are working with the boys.

Please note: 'School' refers to Wetherby Preparatory School and 'parents' refers to parents, guardians and carers.

1. Introduction

This policy sets out how the website available at **www.wetherbyprep.co.uk** (the "**Website**") uses cookies and similar technologies. The Website is operated by Wetherby Preparatory School, (the "**School**"), with address Bryanston Square, London W1H 2EA. The School is a member of the Inspired Education Group (the "**Group**").

2. What is a cookie?

Cookies are small text files which a website may put on your computer or mobile device when you first visit that website. Cookies are widely used by websites to help remember small amounts of information and give you a better experience when using the website.

Certain cookies contain a limited amount of personal information, for example your IP address. However, most cookies used on our Website will not collect information that identifies you, and will instead collect more general information to help us analyse how well our Website is performing so we can improve it. Sometimes, cookies may not contain any information that personally identifies a website user, but personal data that we store about you may be linked to the information stored in and obtained from cookies.

Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the website user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

3. How we use cookies

When you use the Website, you will be asked to confirm whether you agree to the Website using cookies and, if you accept, we will store cookies on your device. Please note that some cookies are strictly necessary for the operation of the Website and will be stored on your device regardless of your cookie settings. You can if you wish change the cookies settings on your device to refuse cookies. However, if you do this, or if you reject our request to use cookies when you visit our Website, you may be unable to access certain parts of the Website and/or you may not be able to benefit from the full functionality of the Website.

4. The cookies we use and why we use them

We use the following cookies on the Website:

- **Strictly necessary cookies**. These are cookies that are required for the operation of our Website. They include, for example, cookies that enable you to remember information you have typed into an online form.
- **Performance cookies**. These allow us to recognise and count the number of visitors and to see how visitors move around our Website. This helps us to improve the way our Website works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies**. These are used to recognise you when you return to our Website. This enables us to remember your preferences and 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.

Further details of the specific cookies we use can be found in the table below:

Key	Name of Cookie	Type	Purpose	Expires
inspired_session		Strictly Necessary	This cookie is used to maintain an anonymous user session by the server.	Session
VISITOR_PRIVACY _METADATA	.youtube.com	Strictly Necessary	This cookie is used to store the user's consent and privacy choices for their interaction with the site. It records data on the visitor's consent regarding various privacy policies and settings, ensuring that their preferences are honoured in future sessions.	6 months
_openapply_session		Strictly Necessary	This cookie is used to maintain a user session on the website by not storing personal data, ensuring that the user's session is kept private and secure during their visit.	1 day
inspired_referer		Performance	This cookie is used to track the source that referred the user to the website, helping in analysing the efficiency of marketing campaigns or referring sites.	1 month
VISITOR_INFO1_LIVE	.youtube.com	Targeting	This cookie is set by YouTube to keep track of user preferences for YouTube videos embedded in sites; it can also determine whether the website visitor is using the new or old version of the YouTube interface.	6 months
YSC	.youtube.com	Targeting	This cookie is set by YouTube to track views of embedded videos.	Session
ui_locale	.openapply.com	Functionality	This cookie is used to store the user's preferred language setting to provide a personalised experience by displaying the site in the user's preferred language.	Session
_openapply_session	.openapply.com	Functionality		1 day
msd365mkttr		Targeting	This cookie is used to track visitor and user interactions with the website to optimise marketing efforts and conversion rates by gathering data on user behaviour.	1 year
_ga		Performance	This cookie name is associated with Google Analytics - which is a significant update to Google's	1 year

			more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports.	
CookieScript		Performance	This cookie is used to track user interaction and behaviour on the website for internal analytics purposes. It helps in understanding user preferences and improving website functionalities.	Session
Elfsight	core.service.elfsight.com	Functionality	This cookie is used to record which items a user has viewed recently on the website to provide an enhanced user experience by showing related content or products based on the user's browsing history.	13 seconds
Dynamics 365	.svc.dynamics.com	Functionality	This cookie is associated with Dynamics 365 and is used for storing session data, helping improve the functionality and user experience on the site.	1 year 1 month
__cf_bm	.vimeo.com	Strictly Necessary	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	30 minutes
guest	.jotfor.ms	Performance		1 month
JOTFORM_SESSION	.jotfor.ms	Performance		7 days
userReferer	.jotfor.ms	Performance		1 month
guest	.jotform.com	Performance		1 month
JOTFORM_SESSION	.jotform.com	Performance		7 days
userReferer	.jotform.com	Performance		1 month
Adroll	.adroll.com	Targeting	This cookie is used to identify the user across sessions and track their interactions with advertisements across various websites. It helps in optimising ad performance and ensuring relevant ads are shown to the user.	1 year 1 month
c	.bidswitch.net	Targeting	This cookie is mainly set by bidswitch.net to make advertising messages more relevant to the website visitor.	1 year
tuuid	.bidswitch.net	Targeting	Contains a unique visitor ID,	1 year

			which allows Bidswitch.com to track the visitor across multiple websites. This allows Bidswitch to optimise advertisement relevance and ensure that the visitor does not see the same ads multiple times.	
MUID	.bing.com	Targeting	This cookie is widely used my Microsoft as a unique user identifier. It can be set by embedded Microsoft scripts. Widely believed to sync across many different Microsoft domains, allowing user tracking.	1 year
IDE	.doubleclick.net	Targeting	This cookie is set by DoubleClick and carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	1 year

5. How to remove or block cookies

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. This may prevent you from taking full advantage of our Website. Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including what cookies have been set and how to manage and delete them, visit **www.aboutcookies.org** or **www.allaboutcookies.org**.

6. Contact us

If you have any queries about this Cookie Policy or how we use cookies and similar technologies on the Website, you may contact: **dpo@inspirededu.com**.