



OTrack

Bespoke Pupil Tracking

OTrack – Cookie Policy

1. OTrack is committed to protecting your privacy and maintaining the security of any personal information received from you. We strictly adhere to the requirements of the data protection legislation in the UK.

The purpose of this statement is to explain to you what personal information we collect and how we may use it.

2. When you are added to OTrack as a users we ask you for your name, email address, job title, telephone number.
3. We use your personal information to allow access to OTrack. We will only contact you with regard to the OTrack software and services.
4. We do not sell, rent or exchange your personal information with any third party for commercial reasons.
5. We follow strict security procedures in the storage and disclosure of information which you have given us, to prevent unauthorised access in accordance with the UK data protection legislation.

We do not collect sensitive information about you except when you specifically knowingly provide it. In order to maintain the accuracy of our database, you can check, update or remove your personal details by emailing us at info@optimumotrack.co.uk

We use a technology called "cookies" as part of a normal business procedure. Cookies are small text files that are created by a web server and stored on your computer when you visit a website. They don't do anything i.e. they are not executable code and can only be read by (you and) the website that created them. You can view and edit the cookies on your computer like any other text file using a text editor (the contents are usually just strings of unique identifiers and date/timestamps). The website that created the cookie can read the contents when you are at their website.

Cookies are widely used across the internet: you may have hundreds of cookies on your computer at any one time. Each browser has its own set of cookies so, if you run multiple browsers, you will have multiple sets of cookies on your computer.

Many websites use cookies to improve your browsing experience e.g. remember your log-in details, record which items you have selected to purchase, or even tailor what content is displayed depending on your preferences. Cookies can also be used to record 'analytics' data i.e. which web pages you visit, whether or not you arrived at the web page by clicking on an advertisement or an affiliated website. Many websites find the collection of analytics data valuable in improving the quality and



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content of their web sites.

In the past, cookies have had some bad press. Much was due to a general misunderstanding of what cookies are and how they work but some was due to justifiable privacy concerns relating to 3rd party tracking cookies. These cookies are used by advertising websites and track a web user across multiple sites. The good news is that all modern browsers allow you to easily block 3rd party cookies.

We use cookies that allow us to recognise users of the OTrack application. This may affect how third-parties, like Google, show you ads on sites across the Internet

Below are a list of cookies deployed on this website and what they do:

- Session: This cookie is necessary for the site to work by maintaining your session. It contains no personal information.
- __utma, __utmb, __utmc, __utmz, __utmt, NID, GAPS, GALX: These are deployed by our Google Analytics only if you accept our cookies. They collect information such as the pages you visit, the length of time you spend on the site and what browser you are using. This information helps us improve and optimise the site in the future.

All the major browsers allow you to block cookies and delete those that have already been created on your computer, usually within the 'Tools' section of the browser. These tools allow you to specify which cookies you will accept by type and often by specific websites using an exception list e.g. you can block all cookies and then list the website from which you will accept cookies. There are also a wide choice of browser add-ins that you can install if you wish greater control over persistent cookies.

6. We will not transfer your information outside the EEA (European Economic Area) without first obtaining your consent.
7. If you have any questions about privacy please contact us at info@optimumotrack.co.uk