



# Cookies Policy

This Cookies Policy sets out the basis on which we, Babel Language Consulting Limited, use cookies and similar technologies on or in relation to our website, [www.babelgroup.co.uk](http://www.babelgroup.co.uk) (our website). This Cookies Policy is effective from 1<sup>st</sup> March 2018.

'Essential' cookies are automatically placed on your computer or device when you access our website or take certain actions on our website. Non-essential' cookies and other technologies are only placed on your computer or device if you have consented to us doing so. For information on the difference between essential and non-essential cookies, see the section below entitled [About cookies](#).

For information on how you consent and how you can withdraw your consent to us placing non-essential cookies and other technologies on your computer or device, see the section below entitled [How to accept or reject cookies](#).

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## About cookies

### What are cookies?

Cookies are small data files sent by a website's server to a web browser, processor memory or hard drive and stored there. They can be used for a range of different purposes, such as customising a website for a particular user, helping a user navigate a website, improving that user's website experience, and storing that user's preferences and login information.

### Essential and non-essential cookies

Cookies can be classified as either 'essential' or 'non-essential'.

Essential cookies: these are cookies that are either:

- used solely to carry out or facilitate the transmission of communications over a network; or
- strictly necessary to provide an online service (e.g. our website or a service on our website) which you have requested.

Non-essential cookies: these are any cookies that do not fall within the definition of essential cookies, such as cookies used to analyse your behaviour on a website ('analytical' cookies).

### Session and persistent cookies

Cookies can be classified as either 'session' or 'persistent', depending on how long they last after they are placed on your browser.

Session cookies: session cookies last for as long as you keep your browser open. They expire when you close your browser.





Persistent cookies: persistent cookies expire at a fixed point in time or if you manually delete them from your browser, whichever occurs first.

### First and third party cookies

Cookies can be classified as ‘first party’ or ‘third party’.

First party cookies: these are cookies placed on your device by our website domain.

Third party cookies: these are cookies placed on your device by third party website domains.

If you require further information about cookies in general, please visit [www.allaboutcookies.org](http://www.allaboutcookies.org)

## List of cookies used

We use the following cookies on or in relation to our website:

Name of Cookie	Essential or Non-essential?	Type of cookie	First or Third party?	Session or Persistent?	Expiry Time	Purpose
PHPSESS	<i>Essential</i>	<i>Necessary</i>	First	Session	Session	This cookie is set by our website’s back-end system, upon arrival at our website.
cookiesDirective	<i>Non-essential</i>	<i>Site cookie acceptance</i>	First	Session	1 year	This cookie is required to determine if a user has accepted the use of other non-essential cookies on our website.
_utm.gif	<i>Non-essential</i>	<i>Statistics</i>	Third	Session	Session	Google Analytics Tracking Code that logs details about the visitor’s browser and computer
_utma	<i>Non-essential</i>	<i>Statistics</i>	Third	Persistent	2 years	Collects data on the number of times a user has visited the website as well as dates for the first and most recent visit. Used by Google Analytics
_utmb	<i>Non-essential</i>	<i>Statistics</i>	Third	Session	Session	Registers a time stamp with the exact time of when the user accessed the website. Used by Google Analytics to calculate the duration of a website visit.
_utmc	<i>Non-essential</i>	<i>Statistics</i>	Third	Session	Session	Registers a time stamp with the exact time of when the user leaves the website. Used by Google Analytics to calculate the duration of a website visit.
_utmt	<i>Non-essential</i>	<i>Statistics</i>	Third	Session	Session	Used to throttle the speed of requests to the server.
_utmv	<i>Non-essential</i>	<i>Statistics</i>	Third	Session	Session	Saves user-defined tracking parameters for use in Google Analytics.
_utmz	<i>Non-essential</i>	<i>Statistics</i>	Third	Session	6 months	Collects data on where the user came from, what search engine was used, what link was clicked and what search term was used. Used by Google Analytics.





## Essential cookies

These are cookies which are strictly necessary for our website to be able to operate or to provide you with a service on our website which you have requested. We use the following essential cookies on our website:

- First party session cookies to recognise whether you have accepted the use of cookies on our website. These cookies are *PHPSESS*. These cookies expire after the session.

**Legal basis for processing:** we process information about you contained in or obtained from essential cookies in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

**Legitimate interests:** ensuring our site functions properly and providing you with online services you have requested.

### How to opt out of essential cookies

Most browsers allow you to block all cookies, including essential cookies. Please note, however, that if you block all cookies, parts of our website and its functionality may not work or display properly.

You can delete existing cookies from your browser by clearing your browsing data and ensuring that the option to delete cookies is selected.

For more detailed information on how to accept and reject cookies, including guidance for specific browsers, please see the section below entitled [How to accept or reject cookies](#)

## Non-essential cookies

We use the following types of non-essential cookies on our website:

- **Analytical (or performance) cookies**

**Legal basis for processing:** we process information about you contained in or obtained from functional cookies in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation). We will only process such personal information if you have consented to us placing cookies on your computer or device.

**Legitimate interests:** improving your website experience and enhancing the website functionality.

### **Analytical (or performance) cookies**

Analytical (or performance) cookies track and gather data about what a user does on a website. These cookies are not essential for our website or its functionality to work. We use the following analytical cookies on our website:

We use Google Analytics cookies on our website. Google Analytics cookies help us understand how you engage and interact with our website, including how you came to our website, which pages you visited, for how long and what you clicked on, your location (based on your IP address).

The Google Analytics cookies used on our website are *\_utma*, *\_utmb*, *\_utmc*, *\_utmt*, *\_utmv* and *\_utmz*. These cookies are session **AND** persistent cookies. These cookies expire after a session, 6 months or two years. See the table on page 3.

The information we collect using analytical cookies is collected on an anonymised basis.





### More information

Google Analytics cookies are classified as first party cookies as they are set by our website domain, although Google collects and processes information from our use of Google Analytics. To find out more about how Google handles information collected from Google Analytics, see Google Analytics' privacy policy, which is available here: <https://support.google.com/analytics/answer/6004245>

For information on how Google uses data from cookies it uses, please visit [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/)

### How to opt in or out from analytical cookies

See the section below entitled How to accept or reject cookies

To opt out of Google Analytics tracking across all websites in general, you can do so here: <http://tools.google.com/dlpage/gaoptout>

### Processing information about you contained in or obtained from analytical cookies

**Legal basis for processing:** we process information about you contained in or obtained from analytical cookies in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).  
**Legitimate interests:** analysing how individuals use our website to help us improve our website and business.

## Other technologies

### Web beacons

Through third-party marketing companies (Mailchimp) we also embed web beacons in our marketing emails. Web beacons are small GIF image files which enable us to track your receipt of our marketing emails, how often you view our website pages, your location, IP address and browser information. Web beacons are activated whenever you open a marketing email. Web beacons transmit data when you view them but are not capable of accessing any other information on your computer. Web beacons are not stored on your hard drive unless you download a GIF image containing them.

Some (but not all) browsers enable you to restrict the use of web beacons by either preventing them from sending information back to their source (for example, when you choose browser settings that block cookies and trackers), or by not accessing the images containing them (for example, if you select a 'do not display images (in emails)' setting in your email server).

### How to opt in or out

See the section below entitled How to accept or reject cookies

**Legal basis for processing:** we process the information we gather from the use of web beacons in our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

**Legitimate interest:** analysing the effectiveness of our email marketing campaigns.

## How to accept or reject cookies

There are a number of different ways in which you can accept or reject some or all cookies. Some of the main methods of doing so are described below:

You are welcome to block the use of some or all of the cookies we use on our website. However, please be aware that doing so may impair our website and its functionality or may even render some or all of it unusable.





You should also be aware that clearing all cookies from your browser will also delete any cookies that are storing your preferences, for example, whether you have accepted cookies on a website or any cookies that are blocking other cookies.

You can find more detailed information about cookies and adjusting your browser settings by visiting [www.allaboutcookies.org](http://www.allaboutcookies.org)

## Accepting or rejecting cookies

### Cookie control tool

You can accept or reject non-essential cookies by using our cookie management tool. This is a caption box that appears at the top of the page, "If you wish to disable cookies on our website that are not required for site functionality, please click on the 'Decline Cookies' button to the right."

### Browser settings

You can accept or reject some or all cookies (for example, blocking all third party cookies) by adjusting your browser settings. If you do not know how to do this, the links below set out information about how to change your browser settings for some of the most commonly used web browsers:

- Google Chrome: <https://support.google.com/chrome/answer/95647?hl=en-GB>
- Mozilla Firefox: <https://support.mozilla.org/en-US/kb/delete-browsing-search-download-history-firefox?redirectlocale=en-US&redirectslug=Clear+Recent+History>
- Microsoft Internet Explorer: <https://support.microsoft.com/en-us/help/278835/how-to-delete-cookie-files-in-internet-explorer>
- Apple Safari: [https://support.apple.com/kb/PH5042?locale=en\\_US](https://support.apple.com/kb/PH5042?locale=en_US)

Some browsers, such as Chrome and Firefox, allow you to change your settings to browse in 'incognito' mode, limiting the amount of data placed on your machine and automatically deleting any persistent cookies placed on your device when you finish your browsing session. There are also many third party applications which you can add to your browser to block or manage cookies.

### *Existing cookies*

To clear cookies that have previously been placed on your browser, you should select the option to clear your browsing history and ensure that the option to delete or clear cookies is included when you do so.

### Google Analytics Opt-out Browser Add-on

You can opt out of Google Analytics tracking by installing the browser add-on which is available here: <http://tools.google.com/dlpage/gaoptout>

## Web beacons

You can opt in to us using web beacons when registering with us by: ticking the 'Opt in to Web Beacons' box at the bottom of the Registration Form.

You can opt out of our use of web beacons in our marketing emails by: *ticking the 'Opt out to Web Beacons' box at the bottom of the marketing email.*





## Copyright, credit and logo

This Cookies Policy is based on a template provided by GDPR Privacy Policy. For further information, please visit <https://gdprprivacypolicy.org>

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