

Cookie Policy: The Marketing School

Last Updated: February 2026

1. Introduction

This Cookie Policy explains how **The Marketing School** ("we", "us", and "our") uses cookies and similar technologies to recognise you when you visit our website. It explains what these technologies are and why we use them, as well as your rights to control our use of them.

2. What are Cookies?

Cookies are small data files that are placed on your computer or mobile device when you visit a website. They are widely used by website owners to make their websites work, or to work more efficiently, as well as to provide reporting information.

3. Types of Cookies We Use

We categorise our cookies into the following groups:

Category	Description	Necessity
Strictly Necessary	Essential for the website to function (e.g., secure login, shopping baskets).	Required
Performance & Analytics	Help us understand how visitors use our site (e.g., Google Analytics) so we can improve the curriculum and user experience.	Optional
Functionality	Remember choices you make (like your username or language) to provide enhanced features.	Optional
Targeting & Advertising	Used to deliver adverts relevant to your interests in marketing and professional development.	Optional

4. Third-Party Cookies

In some cases, we use cookies provided by trusted third parties. The most common is **Google Analytics**, which helps us understand how students interact with our course pages. These cookies may track things such as how long you spend on the site and the pages that you visit.

5. How Can I Control Cookies?

You have the right to decide whether to accept or reject cookies.

- **Cookie Consent Manager:** When you first visit our site, you will see a "Cookie Banner." You can customise your preferences here.
- **Browser Controls:** You can set or amend your web browser controls to accept or refuse cookies. If you choose to reject strictly necessary cookies, you may still use our website, though your access to some functionality and areas may be restricted.
- **Withdrawal of Consent:** You can change your mind and update your settings at any time by clicking the "Cookie Settings" link in our website footer.

6. Data Retention

The duration for which a cookie stays on your device depends on whether it is a "persistent" or "session" cookie. Session cookies expire when you close your browser; persistent cookies stay until they expire or are deleted.

7. Contact Us

If you have any questions about our use of cookies or other technologies, please contact us:

- **By Post:** 3 Victory Gardens, Barnsley S70 5FD
 - **By Email:** theteam@themarketingschool.co.uk
 - **Data Protection Officer:** Claire Taylor Foster
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