



October 2025

# Cookie Policy

## Cookie Policy

Last updated: 25<sup>th</sup> October 2025

This Cookie Policy explains how **e-Careers** and its subsidiaries (including **e-Careers Education Ltd**) use cookies and similar tracking technologies when you visit or interact with our website:

[www.e-careers.com/sa](http://www.e-careers.com/sa) (“the Site”).

It also outlines your rights and choices in relation to these technologies.

### 1. What Are Cookies?

Cookies are small data files stored on your device (computer, tablet, smartphone) when you visit a website. Cookies help websites remember your preferences, enhance performance, and provide tailored experiences.

Some cookies are set directly by us (“first-party cookies”), while others are set by external providers we use (“third-party cookies”).

### 2. What Types of Cookies Do We Use and Why?

We use the following types of cookies:

#### 2.1 Strictly Necessary Cookies

These cookies are essential for our website to function. They:

- Enable secure log-in and session management
- Support online enrolment and cart functions
- Ensure compliance with legal requirements

You cannot disable these cookies via our consent tool, as they are necessary for the site to operate.

#### 2.2 Performance and Analytics Cookies

These cookies help us understand how users interact with our website, including which pages are visited and how long users stay. We use this data to improve usability, functionality and overall performance.

We may collect:

- Page views, time on page, bounce rates
- IP addresses (used to determine approximate location or detect fraud)
- Device, browser and operating system data

### **2.3 Functional Cookies**

These cookies remember your preferences (such as location or language) and provide enhanced features. They are not essential but improve your user experience.

### **2.4 Targeting and Advertising Cookies**

We use marketing cookies to:

- Display relevant ads on social media and search engines
- Measure the effectiveness of our advertising campaigns
- Track engagement (e.g. form submissions, course views)

These may include tools such as:

- Google Ads
- Facebook Pixel
- LinkedIn Insight Tag

These third parties may combine this data with other information you've provided to them or collected from your use of their services.

## **3. Third-Party Cookies**

Third-party services integrated on our site may set their own cookies. These include:

- Video hosting platforms (e.g. YouTube, Vimeo)
- Payment processors
- Learning management systems (LMS)
- Analytics and performance platforms

We do not control these cookies and recommend reviewing the cookie policies of those providers.

#### **4. IP Addresses and Device Identifiers**

We may collect and store your IP address and browser/device characteristics to:

- Improve site security and fraud prevention
- Support analytical and diagnostic efforts
- Determine general geographic region (not precise location)

In line with the UK GDPR, we treat this information as personal data where it can be linked to a user account or other identifiers.

#### **5. How Can You Control Cookies?**

You have control over your cookie preferences.

**You can:**

- Use our Cookie Preferences tool (accessed via the cookie banner) to enable or disable categories of cookies
- Adjust browser settings to block or delete cookies
- Use private/incognito modes for minimal tracking
- Use opt-out tools from advertising providers

Please note: blocking all cookies may impair the functionality of our website or LMS.

#### **6. Changes to This Cookie Policy**

We may update this policy to reflect legal requirements or technical changes. Updates will be posted on this page and dated accordingly.

You are encouraged to review this policy periodically.

#### **7. Contact Us**

If you have any questions about this Cookie Policy or how we use your data, please contact:

**Email:** [info@e-careers.com](mailto:info@e-careers.com)

For more information about how we handle your personal data, please read our Privacy Policy.