

# Blossom Education Ltd | Cookie Policy v.2.0

## 02 November 2020

### 1. Introduction

This Cookie Policy ("Policy") details our commitment to being open and clear about how We use your information. This Policy provides detailed information about how and when We use cookies in on our Website, Nursery App and Parent App.

For the purposes of the Policy, the term "Blossom Website" shall refer to our website hosted at <https://blossomeducational.com>

The term "Nursery App" shall refer to the Nursery Management site hosted for nursery management.

"Parent App" shall refer to the application found on the Google Play and Apple App Store titled "Blossom Parent App".

### 2. Does Blossom Education use Cookies or Similar technologies?

Yes. Blossom and Our marketing partners, affiliates and analytics or service providers use cookies and other technologies to ensure everyone who uses the Website has the best possible experience.

### 3. What is a Cookie?

A cookie is a small text file that is placed on your hard drive by a web page server. Cookies contain information that can later be read by a web server in the domain that issued the cookie to you. Some of the cookies will only be used if you use certain features or select certain preferences, and some cookies will always be used.

You can find out more about each cookie by viewing Our current cookie list below. We update this list quarterly, so there may be additional cookies that are not yet listed. Web beacons, tags and scripts may be used in the Websites or in emails to help Us to deliver cookies, count visits, understand usage and campaign effectiveness and determine whether an email has been opened and acted upon.

We may receive reports based on the use of these technologies by Our service or analytics providers on an individual and aggregated basis.

When we mention "cookies", we also mean web beacons and other technologies that collect information in a similar way to cookies on websites or emails. When we mention "websites", we also mean mobile applications and emails.

### 4. Why does Blossom use Cookies?

When you visit Our Website, We may place a number of Cookies on your browser. These are known as First Party Cookies and are required to hold session information as you navigate from page to page within the website. We use cookies to understand visitors and user preferences, improve their experience, and track and analyse usage, navigational and other statistical information.

Blossom also use trusted third parties cookies and similar technologies on our website and app, to understand you better, based on your activity. We have outlined who these third parties are below. The cookies they set help them to provide you with relevant adverts and to see how helpful you've found those adverts. We call these cookies "third-party online behavioural advertising cookies" (or, 3P Advertising cookies for short). These third parties may share some of the info they collect with us and other third parties too.

The 3P Advertising cookies on our website and app include –

- Google
  - More information: <https://policies.google.com/technologies/types?hl=en-US>
  - Opt out: <https://policies.google.com/technologies/managing?hl=en-US>
- Facebook
  - More information: <https://en-gb.facebook.com/policy/cookies/>
  - Opt out here: <https://www.facebook.com/ads/preferences/edit/>
- Hubspot
  - More information: <https://knowledge.hubspot.com/reports/what-cookies-does-hubspot-set-in-a-visitor-s-browser>
- Bugsnag

You can control the use of cookies at the individual browser level. If you elect not to activate the cookie or to later disable cookies, you may still visit Our Website, but your ability to use some features or areas of the Website may be limited.

## 5. How to disable Cookies?

If you wish to not use cookies, you'll find some helpful tools on your internet browser to filter cookies. Here are links to the cookie-filtering tools on commonly used browsers –

- Firefox - <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>
- Chrome - <https://support.google.com/chrome/answer/95647?hl=en>
- Safari - <https://support.apple.com/kb/PH19214>

If your browser's not in the list above, head to the "Help", "Tools" or "Edit" sections on your browser and follow instructions for disabling cookies.

## 6. Types of Cookies we use

Here is a list of the main types of cookies we use, and what we use them for:

### Essential Cookies:

Essential cookies are sometimes called "strictly necessary" as, without them, We cannot provide many services that you need on the Website. Because these cookies are strictly necessary we do not need to ask for your consent to use them.

### Preference Cookies:

For example 'Preference Cookies' allow Us to remember choices you make on Our websites (such as your preferred language or the region you are in).

and provide enhanced, more personal features. For instance, these cookies can be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise.

They may also be used to provide services you have asked for such as watching a video or commenting on a blog. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.

**By using Blossom Educational websites you agree we may place these types of cookies on your device.**

### Analytics Cookies:

These cookies track information about visits to the Website so that We can make improvements and report Our performance. For example, some cookies analyse visitor and user behaviour in order to provide more relevant content or suggest certain activities. They collect information about how visitors use the Website, which site the user came from, the number of each user's visits and how long a user stays on the Website. We might also use analytics cookies to test new ads, pages, or features to see how users react to them.

### Advertising Cookies

We collect data about your browsing activity on our website and app, and elsewhere on the internet. We do this, so we can –

- Show you relevant content, like special offers and deals, on our website, our app, and in our marketing emails.
- Show you relevant adverts when you browse other websites, for example, when you visit another site we may show you an advert based on what you searched for.

We call this type of cookie that we set “online behavioural advertising cookies” – or “Advertising cookies” in this section.

Our Advertising cookies can measure how effective the adverts we show you on our website and app are, so our Marketing teams can learn if they're talking to you about relevant. They'll also tell us if you've visited our website or app via one of our affiliates – again, that's to help our Marketing teams know that we remain relevant in our advertising.

Our aim by using cookies and similar technologies is to make sure that when you see adverts, they're relevant to you. For example, if you've searched for our child diary feature, a few times on our website, you may see an advert with that feature, to help you understand our feature. To do that, we share some of the data we collect from our Advertising cookies with selected third parties, so we can advertise on their websites and they can advertise on ours. All that means is you may see an advert of ours somewhere else on the web.

## Blossom Website Cookies

|           | Type   | Name                | Domain                  | Service             | Purpose     | Duration  |
|-----------|--------|---------------------|-------------------------|---------------------|-------------|-----------|
| 1st Party | Cookie | blossomeducational  | blossomeducational.com  | Blossom Educational | Essential   | Session   |
| 1st Party | Cookie | _fbp                | .blossomeducational.com | Facebook            | Advertising | 90 Days   |
| 1st Party | Cookie | _gcl_au             | .blossomeducational.com | Google Analytics    | Advertising | 90 Days   |
| 1st Party | Cookie | _ga                 | .blossomeducational.com | Google Analytics    | Analytics   | 2 years   |
| 1st Party | Cookie | _gid                | .blossomeducational.com | Google Analytics    | Analytics   | 1 Day     |
| 1st Party | Cookie | __hssc              | .blossomeducational.com | Hubspot             | Analytics   | 30 Mins   |
| 1st Party | Cookie | __hssrc             | .blossomeducational.com | Hubspot             | Analytics   | Session   |
| 1st Party | Cookie | __hstc              | .blossomeducational.com | Hubspot             | Analytics   | 30 Mins   |
| 1st Party | Cookie | hubspotutk          | .blossomeducational.com | Hubspot             | Analytics   | 13 Months |
| 3rd Party | Cookie | _gat_UA-109981107-1 | .blossomeducational.com | Google Analytics    | Analytics   | Session   |
| 3rd Party | Cookie | IDE                 | .doubleclick.net        | Google DoubleClick  | Advertising | Session   |
| 3rd Party | Cookie | test_cookie         | .doubleclick.net        | Google DoubleClick  | Advertising | 1 day     |
| 3rd Party | Cookie | c_user              | .facebook.com           | Facebook            | Advertising | 2 Years   |

|           |        |                   |                               |                  |             |                      |
|-----------|--------|-------------------|-------------------------------|------------------|-------------|----------------------|
| 3rd Party | Cookie | datr              | .facebook.com                 | Facebook         | Advertising | 2 Years              |
| 3rd Party | Cookie | fr                | .facebook.com                 | Facebook         | Advertising | 3 Months             |
| 3rd Party | Cookie | presence          | .facebook.com                 | Facebook         | Advertising | Session              |
| 3rd Party | Cookie | sb                | .facebook.com                 | Facebook         | Advertising | 2 Years              |
| 3rd Party | Cookie | spin              | .facebook.com                 | Facebook         | Advertising | 1 Day 1 Hour         |
| 3rd Party | Cookie | xs                | .facebook.com                 | Facebook         | Security    | 90 Days              |
| 3rd Party | Cookie | wd                | .facebook.com                 | Facebook         | Advertising | Session              |
| 3rd Party | Cookie | NID               | .google.co.uk                 | Google           | Analytics   | 6 months             |
| 3rd Party | Cookie | SAPISID           | .google.co.uk                 | Google           | Analytics   | 2 Years              |
| 3rd Party | Cookie | SID               | .google.co.uk                 | Google           | Analytics   | 2 Years              |
| 3rd Party | Cookie | SSID              | .google.co.uk                 | Google           | Analytics   | 2 Years              |
| 3rd Party | Cookie | __Secure-3PAPISI  | .google.co.uk                 | Google           | Essential   | 2 Years              |
| 3rd Party | Cookie | __Secure-3PSID    | .google.co.uk                 | Google           | Essential   | 2 Years              |
| 3rd Party | Cookie | HSID              | .google.co.uk                 | Google           | Essential   | 2 years              |
| 3rd Party | Cookie | NID               | .google.com                   | Google           | Analytics   | 6 months             |
| 3rd Party | Cookie | SAPISID           | .google.com                   | Google           | Analytics   | 2 Years              |
| 3rd Party | Cookie | SID               | .google.com                   | Google           | Analytics   | 2 Years              |
| 3rd Party | Cookie | SIDCC             | .google.com                   | Google           | Analytics   | 3 Months             |
| 3rd Party | Cookie | SSID              | .google.com                   | Google           | Analytics   | 2 Years              |
| 3rd Party | Cookie | CONSENT           | .google.com                   | Google           | Preference  | 20 years and 1 month |
| 3rd Party | Cookie | DV                | .google.com                   | Google           | Preferences | 7 Minutes            |
| 3rd Party | Cookie | __Secure-3PAPISID | .google.com                   | Google           | Essential   | 2 Years              |
| 3rd Party | Cookie | __Secure-3PSID    | .google.com                   | Google           | Essential   | 2 Years              |
| 3rd Party | Cookie | __Secure-3PSIDCC  | .google.com                   | Google           | Essential   | 2 Years              |
| 3rd Party | Cookie | HSID              | .google.com                   | Google           | Essential   | 2 Years              |
| 3rd Party | Cookie | 1P_JAR            | .google.com                   | Google / YouTube | Analytics   | 1 Month              |
| 3rd Party | Cookie | ANID              | .google.com /<br>.youtube.com | Google           | Analytics   | 2 Years              |
| 3rd Party | Cookie | APISID            | .google.com /<br>.youtube.com | Google           | Analytics   | 2 Years              |
| 3rd Party | Cookie | APISID            | .google.com /<br>.youtube.com | Google / YouTube | Advertising | 2 Years              |
| 3rd Party | Cookie | __cfduid          | .hubspot.com                  | CloudFlare       | Essential   | 30 Days              |
| 3rd Party | Cookie | _hjTLDTest        | .hubspot.com                  | HotJar           | Analytics   | Session              |
| 3rd Party | Cookie | _hjid             | .hubspot.com                  | HotJar           | Analytics   | 1 Year               |
| 3rd Party | Cookie | _gcl_au           | .hubspot.com                  | Hubspot          | Advertising | 90 Days              |
| 3rd Party | Cookie | _fbp              | .hubspot.com                  | Hubspot          | Analytics   | 90 Days              |
| 3rd Party | Cookie | _ga               | .hubspot.com                  | Hubspot          | Analytics   | 6 Months             |
| 3rd Party | Cookie | _gid              | .hubspot.com                  | Hubspot          | Analytics   | 3 Days               |
| 3rd Party | Cookie | hubspotapi-prefs  | .hubspot.com                  | Hubspot          | Preferences | 1 Year               |
| 3rd Party | Cookie | cf_clearance      | .hubspot.com                  | Hubspot          | Essential   | 1 Year               |
| 3rd Party | Cookie | csrf.app          | .hubspot.com                  | Hubspot          | Essential   | 1 Year               |
| 3rd Party | Cookie | hubspotapi-csrf   | .hubspot.com                  | Hubspot          | Essential   | 1 Year               |

## Nursery App Cookies

|             | Type          | Name                 | Purpose   | Duration     |
|-------------|---------------|----------------------|-----------|--------------|
| First Party | Cookie        | AUTH_V<version>_LIVE | Essential | 29 Days      |
| First Party | Cookie        | _bt                  | Essential | Session Time |
| First Party | Local Storage | AUTH_V<version>_LIVE | Essential | n/a          |
| First Party | Local Storage | DEVICE_IDENTITY_REAL | Essential | n/a          |
| First Party | Local Storage | DEVICE_IDENTITY      | Essential | n/a          |
| First Party | File          | Sentry Token         | Analytics | n/a          |

## Parent App Cookies

|             | Type          | Name                           | Purpose   | Duration      |
|-------------|---------------|--------------------------------|-----------|---------------|
| First Party | Local Storage | JSON Object with multiple keys | Essential | Never Expires |
| First Party | File          | Firebase Token                 | Analytics | Session       |
| First Party | File          | Bugsnag Token                  | Analytics | Session       |