Blossom Educational Cookie Policy
Last updated: 9th February 2023

Introduction

This cookie policy details our commitment to being open and clear about how we use your information. It provides detailed information about how and when we use cookies in on our website, nursery app and parent app.

(1) The term "Blossom Website" refers to our website hosted at https://blossomeducational.com
(2) The term "Nursery App" refers to our Nursery Management site.
(3) The term "Parent App" refers to the application found on the Google Play and Apple App Store titled "Blossom Parent App".

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.

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 first 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.

When we mention "cookies", we also mean web beacons and other technologies that collect information in a similar way to cookies on websites, our mobile applications, or emails. We may receive reports based on the use of these technologies by our service or analytics providers on an individual and aggregated basis.

Why do we 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.

Types of cookies we use

Below is a description of the types of cookies we use, what we use them for, and your options for choosing whether you accept them or not.

Strictly Necessary Cookies
Without them we cannot provide many services that you need on the website to allow it to function fully. Because these cookies are essential, we do not need to ask for your consent to use them.

Preference Cookies
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.

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 to provide more relevant content or suggest certain activities. They collect information about how visitors use our 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 and 3rd Party Cookies
We collect data about your browsing activity on our website and mobile applications, and elsewhere on the internet. We do this, so we can show you relevant content like special offers and deals on our website, mobile application and in marketing emails. We also show you relevant adverts when you browse other websites based on what you searched for.

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.

The 3rd party advertising cookies on our website and app include –

Google
   (1) For more information please visit: https://policies.google.com/technologies/types?hl=en-US
   (2) To opt out please visit: https://policies.google.com/technologies/managing?hl=en-US
Facebook
   (3) For more information: https://en-gb.facebook.com/policy/cookies/
   (4) To opt out please visit: https://www.facebook.com/ads/preferences/edit/
Hubspot
   (5) For more information please visit: https://knowledge.hubspot.com/reports/what-cookies-does-hubspot-set-in-a-visitor-s-browser
Bugsnag
   (6) For more information please visit: https://smartbear.com/privacy

Amplitude

-   For more information please visit:https://amplitude.com/privacy

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.

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.