



Magic Words Therapy Cookies Policy

This is the cookies policy of Magic Words Therapy which applies to our Website (“Cookies Policy”). You should read this Cookies Policy with our privacy policy.

We use cookies to enhance your experience of Magic Words Therapy and to better understand how people use the Website. This may also include cookies from third party social media websites. By visiting the Website without changing your settings, we’ll assume that you are happy to receive all cookies, but you can change your cookies settings at any time by following the instructions below in paragraph 3: “How to manage cookies”.

1. What are Cookies?

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer’s hard drive.

We use the following cookies:

Strictly necessary cookies

These are cookies that are required for the operation of our Website. They include, for example, cookies that enable you to log into secure areas of our Website, use a shopping cart or make use of e-billing services.

Analytical/performance cookies

They allow us to recognise and count the number of visitors and to see how visitors move around our Website when they are using it. This helps us to improve the way our Website works, for example, by ensuring that users are finding what they are looking for easily.

Functionality cookies

These are used to recognise you when you return to our Website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

Targeting cookies

These cookies record your visit to our Website, the pages you have visited and the links you have followed. We will use this information to make our Website more relevant to your interests. We may also share this information with third parties for this purpose.

2. Types of Cookies

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

A. Strictly necessary Cookies

CookieName	Purpose
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More
information

	This cookie is essential for our site to identify a specific user and recognize you when you return to our site.
session_last_active_at	This cookie is essential for our site to track if a user can be given cached content.
_csrf_token	This cookie is essential for our site to stop cross-site request forgery.

B. Analytical/performance cookies

Cookie Name	Purpose	More information
ahoy_events, ahoy_visit, ahoy_visitor, ahoy_track	These cookies enables us to help identify a specific user across multiple devices. We use the ahoy library for this.	
Vanity_id, test_identity	These cookies enables us to help identify a visitor for the purposes of A/B testing. We use the Vanity library for this.	
		Expires: 2 years Google Analytics developer guidelines
_ga	Google Analytics: used to distinguish users	
_gid	Google Analytics: used to distinguish users	Expires: 24 hours
_gat	Google Analytics: used to throttle request rate	Expires: 1 minute
_ceg.s	Crazy Egg – allows us to analyse user behaviour and optimise our website design	
_ceg.u	Crazy Egg – allows us to analyse user behaviour and optimise our website design	
_ceir	Crazy Egg – allows us to analyse user behaviour and optimise our website design	

C. Functionality Cookies

Cookie Name	Purpose	More information
Browser_prompt	This cookie enables us to remember whether the user has dismissed browser update prompt.	Length of storage: 1 day
Fl-video-player-subtitles_enabled	This cookie enables us to remember whether the user has enabled video subtitles.	Length of storage: session
Website_visited	This cookie allows us to remember whether user has dismissed the cookie banner.	Length of storage: until purged
Font_loaded	This cookie allows us to remember whether the user has loaded the custom font.	Length of storage: 1 month
WordPress_test_cookie	This cookie allows us to test if WordPress cookies are in use.	
Wp-settings-	This WordPress cookie allows us to customise certain features on the Website.	
Wp-settings-time-	This WordPress cookie allows us to customise certain features on the Website.	
PHPSESSID	This cookie enables us to track the current User's session ID.	
Remember_me	This cookie enables us to identify a specific user who has ticked "Remember me".	
Zendesk	This cookie enables us to collect feedback from our users	Zendesk Privacy Policy

__stripe_mid	A token set by Stripe (payment provider) to facilitate the payment of online orders.	
__stripe_sid	A token set by Stripe (payment provider) to facilitate the payment of online orders.	
au_copyright	Enables us to show the copyright to users in Australia (and remove it after users have seen it)	Length of storage: until purged
degree_promo_alert_dismissed	This cookie allows us to identify a user who has seen the degree promo alert	Length of storage: 1 week
study_groups_feedback_note_dismissed	Allows us to hide the study groups feedback modal if it's been seen already	
wpl_registered	WorkplaceLearningLead	
great_campaign_country_code	Enables us to save a users country to show their free/discounted courses throughout their journey	Length of storage: until purged
lm_organisation	Learning Manager users only, tracks which organisation they can access	Length of storage: until purged
__unam	"Share This" functionality on the blog	

D. Targeting Cookies

Cookie Name	Purpose	More information
Traffic_source	If a visitor has come to site from a promotional campaign, this records campaign details we can measure the effectiveness of campaigns.	Length of storage: 30 days
rmStore (Rakuten), stc114483 (Rakuten)	These cookies enable us to track affiliate purchases.	Rakuten Marketing Privacy Policy

E. Adobe Flash Cookies

Our Website may display video content using Adobe Flash Player. Adobe uses Flash cookies (also known as Local Shared Objects) to help improve your experience as a Visitor or Learner and save your preferences. Flash cookies are stored on your device in much the same way as usual cookies, but your browser manages them differently. If you wish to disable or delete a Flash cookie, see Adobe Flashplayer Security Settings. Please bear in mind, though, that if you disable Flash cookies for the Website you may be unable to access certain elements of the Website and Online Courses and Content.

F. Third Party Cookies

Our Partner Institutions may also use cookies over which we have no control. For further information on how our Partner Institutions use cookies please refer to the cookies policies on their respective websites.

3. How to manage cookies

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set,

visit www.aboutcookies.org or www.allaboutcookies.org.

Find out how to manage cookies on popular browsers:

[Google Chrome](#)

[Microsoft Edge](#)

[Mozilla Firefox](#)

[Microsoft Internet Explorer](#)

[Opera](#)

[Apple Safari](#)

To find information relating to other browsers, visit the browser developer's website.

To opt out of being tracked by Google Analytics across all websites, visit <http://tools.google.com/dlpage/gaoptout>.

Last reviewed on 25 March 2019