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# LUCKY MATHS

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## Cookies Policy.

**Approval Date: 11/01/2026**

**Review Date: 11/01/2029**

**Approved by: Albert and Brad**

# Cookies Policy – luckymaths.co.uk

Effective from: 11 January 2026

## 1) What are cookies and similar technologies?

Cookies are small files placed on your device when you visit a website. They can remember your preferences, help keep you signed in, and measure how the site is used. Similar technologies include tracking pixels, local storage, tags/scripts and device fingerprinting—these are treated under the same UK rules because they store or access information on your device.

## 2) Why we use them

We use cookies and similar technologies to:

- Essential site functionality (e.g., security, session management, load balancing).

These are strictly necessary for the site to work and do not require consent.

- Preferences & features (e.g., remembering settings like cookie choices or display preferences), which may require consent unless strictly necessary for a requested service.

- Analytics & performance (e.g., understanding how visitors use our pages to improve content and reliability). DUAA 2025 introduced new UK exemptions that may allow certain low-risk statistical and site-improvement cookies without consent; however, we continue to seek consent where appropriate given ongoing ICO guidance and enforcement focus.

- Marketing/advertising (if used): e.g., cookies for personalised advertising or cross-site tracking. These are non-essential and require your prior consent.

## 3) The legal basis we rely on

For strictly necessary cookies: we rely on PECR's "strictly necessary" exemption—consent is not required.

For non-essential cookies (preferences, analytics where consent is appropriate, advertising): we rely on your consent under PECR and, where personal data is processed, the UK GDPR's consent requirements (freely given, specific, informed, unambiguous, and withdrawable).

Following DUAA 2025, certain low-risk statistical/improvement cookies may be

exempted from consent under PECR as UK guidance evolves. We will keep our approach under review and may adjust our consent model accordingly.

## 4) Cookies we use

We keep an up-to-date inventory and will display it in the cookie banner “Preferences” panel. Typical categories:

A. Strictly Necessary (no consent required)

Examples: session ID, load balancing, security (e.g., protecting forms from abuse).

These expire at the end of the session or within short periods necessary for the service.

B. Preferences / Functional (consent, unless strictly necessary)

Examples: remembering site settings, accessibility options. Retention varies (days to months).

C. Analytics / Performance

Examples: first-party analytics to understand page visits and errors; configured to avoid cross-site tracking. Where consent is appropriate, we ask for it before setting these cookies; if we rely on DUAA low-risk exemptions, we will ensure usage is limited to operational statistics and improvement (not marketing or profiling).

D. Marketing / Advertising (consent required)

Examples: advertising pixels, cross-site identifiers, personalised content measurement. These are only set if you accept marketing cookies.

## 5) How you can control cookies

Cookie banner: On first visit, you can Accept All, Reject Non-Essential, or Manage Preferences (granular choices by category). We do not pre-tick options and the “reject” choice is as prominent as “accept.” You can change your preferences at any time via the persistent “Cookie Settings” link.

Browser settings: Most browsers let you block or delete cookies. If you block essential cookies, parts of the site may not work properly.

## 6) How long cookies last

Cookies can be:

- Session cookies (deleted when you close the browser), or
- Persistent cookies (remain until they expire or you delete them).

We set durations proportionate to their purpose and will list exact lifetimes in the cookie inventory.

## 7) Children and young people

If our site is likely to be accessed by children, we take extra care over clarity and consent design, avoiding nudging tactics and ensuring choices are easy to understand.

## 8) International considerations

If our services are accessed from the EU, stricter EU interpretations (EDPB) may apply to technologies beyond traditional cookies. We will assess cross-border access and adapt implementations where required.

## 9) Changes to this policy

We may update this policy to reflect changes in law, guidance, or our technology stack (e.g., adding/removing third-party tools). We recommend checking it regularly; where required, we will prompt you again for consent.

## 10) Contact us

If you have questions about cookies or your preferences, please contact [luckymaths.co.uk](https://luckymaths.co.uk):

Email: [Info@luckymaths.co.uk](mailto:Info@luckymaths.co.uk)

We aim to respond within 30 days.