



Engine Shed Cookie Policy

The Engine Shed ("we", "our", "us") uses cookies and similar technologies to improve your experience, understand how our website is used, and support our services. This Cookie Policy explains what cookies are, the types we use, why we use them, and how you can manage your preferences.

What Are Cookies?

Cookies are small text files placed on your device (computer, smartphone, tablet) when you visit a website. They store information about your browsing session and help websites operate more efficiently. Cookies can:

- Enable essential website functionality
- Remember preferences
- Improve performance
- Support analytics
- Power marketing and advertising tools

You can learn more about cookies and how to manage them at allaboutcookies.org.

The Legal Framework We Follow

We comply with the UK Privacy and Electronic Communications Regulations (PECR) when storing or accessing information on your device, and with the UK GDPR where cookies involve personal data. From 2025-26, the Data (Use and Access) Act 2025 (DUAA) introduces limited, purpose-based exemptions to PECR for certain low-risk uses of cookies, but all other processing continues to rely on valid consent or another lawful basis under the UK GDPR.

Why We Use Cookies

We use cookies to:

- Ensure the website works correctly
- Enable login functionality for students and staff
- Analyse website performance and usage trends
- Improve content and user experience
- Deliver relevant advertising and measure campaign effectiveness
- Protect the site from malicious traffic

Types of Cookies We Use

Cookies are grouped into the following categories:

- **Strictly Necessary Cookies (No consent required)**
These enable core functionality such as security, network management, and logging into protected areas.
- **Analytics / Performance Cookies (Consent required)**
These help us understand how users interact with our site, so we can improve performance and content.
- **Functional Cookies (Consent required)**
Support enhanced features or personalisation.
- **Marketing / Advertising Cookies (Consent required)**
Used to deliver personalised ads, track conversions, and measure campaign performance.

Retention: How Long Cookies Last

Each cookie's duration is shown in the below tables. Session cookies expire when you close your browser and persistent cookies last for a defined period unless you delete them earlier. We do not retain data longer than necessary for the stated purposes.

Detailed Cookie List

A. Core Platform Cookies

Name	Purpose	Duration	Category
__cf_bm	Detects and mitigates bots / malicious traffic	30 Minutes	Strictly Necessary
cf_clearance	Stores proof that a user passed a security challenge (e.g. CAPTCHA or challenge page)	24 hours	Strictly Necessary



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__cfduid	Cloudflare security; identifies suspicious traffic	30 days	Strictly Necessary
_last_visit	Records last visit time	Session	Functional
_last_activity	Tracks last activity timestamp	Session	Functional
_tracker	Tracks previously accessed page	Session	Functional
PHPSESSID	Required for login session	Session	Strictly Necessary
_sessionid	Login session token	Session	Strictly Necessary
cc_cookie	Stores your cookie consent preferences.	Session	Strictly Necessary

B. Google Analytics 4 (GA4)

Purpose Summary:

GA4 collects anonymised usage and behavioural data to help us understand traffic patterns and improve site performance.

Tag / Service	Cookie Name	Purpose	Duration	Category
GA4	_ga	Distinguishes users	2 years	Analytics
GA4	_gid	Distinguishes users	24 hours	Analytics
GA4	_gat	Throttles request rate	1 minute	Analytics
GA4	ga<measurement-id>	Stores session information for GA4 property	2 years	Analytics

C. Meta Pixel (Facebook / Instagram)

Purpose Summary:

Used for conversion tracking, measuring ad performance, and creating audiences for retargeting.

Tag / Service	Cookie Name	Purpose	Duration	Category
Meta Pixel	_fbp	Identifies browser for ad targeting & conversion tracking	90 days	Marketing
Meta Pixel	_fbclid	Stores click data for ad attribution	90 days	Marketing
Meta Pixel	fr	Used by Meta for ad delivery, measurement & improvement	90 days	Marketing

D. Google Tag Manager (GTM)

Purpose Summary:

GTM loads and manages tags (GA4, Ads, Pixels). GTM does not set cookies by itself.

Tag / Service	Cookie Name	Purpose	Duration	Category
GTM Container	None	Loads/manages tags	N/A	N/A
GTM-triggered tags	Depends on tag	Only sets cookies from deployed tags	Varies	Analytics / Marketing

To note: GTM respects user consent and only fires analytics/marketing tags if permission has been granted.

E. Google Ads (via GTM)

Tag / Service	Cookie Name	Purpose	Duration	Category
Google Ads	_gcl_au	Conversion tracking	90 days	Marketing
Google Ads	_gcl_aw	Tracks ad click attribution	90 days	Marketing
Google Ads	IDE	Ad personalisation & remarketing	1 year	Marketing

Other Technologies We May Use

We may also use:

- Pixels
- Tags



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- Local storage
- Server-side tracking tools

These technologies function similarly to cookies and are governed by PECR and UK GDPR. We will update this policy if new technologies are introduced.

Cookie Consent

In line with UK GDPR and PECR, and Information Commissioner's Office expectations, we will:

- Only set non-essential (analytics, marketing) cookies with your explicit consent
- Present a cookie banner when you first visit
- Allow you to reject or accept non-essential cookies
- Not pre-tick consent options
- Allow withdrawal of consent at any time

Strictly necessary cookies are always active.

DUAA/PECR Exemptions We May Rely On

From 2025-26, changes introduced by the UK's Data (Use and Access) Act 2025 (DUAA) create purpose-limited exemptions that allow certain low-risk uses of cookies and similar technologies without requiring prior consent. However, the right to opt out is still preserved. If we rely on such an exemption, we will explain the purpose here and continue to offer controls via Cookie Settings. These exemptions are purpose-limited and consent is still required if we go beyond those purposes.

How to Manage or Withdraw Consent

You can:

- Adjust your cookie settings using the "Cookie Preferences" link in the website footer
- Block or delete cookies in your browser settings
- Withdraw consent at any time. Withdrawal will not affect the lawfulness of processing before withdrawal but will stop future placement of non-essential cookies.

Third-Party Providers

Where cookies involve external tools (Google, Meta, Cloudflare), these providers may process data on servers located outside the UK. They operate under their own privacy policies:

- Google Privacy Policy: <https://policies.google.com/privacy>
- Meta Privacy Policy: <https://www.facebook.com/policy>
- Cloudflare Privacy Policy: <https://www.cloudflare.com/privacypolicy/>

Policy Updates

We review this Cookie Policy regularly to ensure compliance with UK GDPR, PECR, and industry standards. Any material changes will be posted on this page with an updated revision date.

Contact Us

If you have any questions about this Cookie Policy or how we use cookies and tracking technologies, please contact:

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