



COOKIE POLICY

Effective date: 20 February 2026

Last updated: 23 July 2026

1. Introduction

This Cookie Policy explains how Athena GESDA Ltd uses cookies and similar technologies when you visit or interact with our website:

www.athenagesda.com

This Policy explains:

- what cookies and similar technologies are;
- which types of cookies we may use;
- why we use them;
- when we require your consent;
- how third parties may use cookies through our website;
- how long cookies may remain on your device; and
- how you can manage or withdraw your cookie preferences.

This Cookie Policy should be read together with our:

- Privacy Policy;
- Terms and Conditions; and
- Refund and Cancellation Policy.

2. About Athena GESDA

Company name: Athena GESDA Ltd

Company number: 17044526

Registered office: 71 Prospect Street, Nottingham, NG7 5QE, United Kingdom

Email: info@athenagesda.com

Website: www.athenagesda.com

In this Policy, “Athena GESDA”, “we”, “us” and “our” refer to Athena GESDA Ltd.

3. What Are Cookies?

Cookies are small text files that websites place on a computer, smartphone, tablet or other internet-enabled device when a user visits a website.

Cookies allow websites to recognise a device and store information about a user’s actions, choices or preferences.

Cookies may be used to:

- enable essential website functions;

- maintain website security;
- remember user preferences;
- process registrations and payments;
- understand how visitors use the website;
- improve website performance;
- measure the effectiveness of communications;
- provide embedded content; and
- support relevant marketing, where consent has been obtained.

Cookies do not necessarily identify a person directly. However, information collected through cookies may sometimes constitute personal data where it identifies, relates to or can reasonably be linked to an individual.

Where cookie information constitutes personal data, it will be handled in accordance with our Privacy Policy and applicable data-protection legislation.

4. Similar Technologies

This Policy also applies to technologies that perform functions similar to cookies.

These may include:

- pixels;
- tracking tags;
- web beacons;
- scripts;
- software development kits;
- local storage;
- session storage;
- device identifiers;
- browser identifiers;
- embedded content technologies;
- link-tracking technologies; and
- other technologies that store information on, or access information from, a user's device.

References to “cookies” in this Policy include these similar technologies where appropriate.

5. Applicable Law

Our use of cookies and similar technologies is governed principally by:

- the Privacy and Electronic Communications (EC Directive) Regulations 2003, commonly known as PECR;
- the UK General Data Protection Regulation;
- the Data Protection Act 2018; and
- other applicable UK privacy and electronic communications legislation.

Where consent is required, we will seek consent before placing or accessing non-essential cookies on your device.

Consent must be freely given, specific, informed and capable of being withdrawn.

Certain cookies may be used without consent where they are strictly necessary to provide a service requested by the user or where another applicable legal exception applies.

6. How We Obtain Cookie Consent

When you first visit our website, you may be shown a cookie banner or preference-management tool.

The tool should enable you to:

- accept all optional cookies;
- reject all optional cookies;
- select particular categories of optional cookies; and
- obtain further information about our use of cookies.

Non-essential cookies should not be activated before you provide consent.

You do not have to consent to analytics, advertising, personalisation or other optional cookies to access the basic functions of our website.

Your choice will normally be stored so that we do not need to ask you every time you visit.

We may ask you to review your preferences again where:

- your previous preference expires;

- we introduce new cookies or technologies;
- the purposes for which cookies are used materially change;
- applicable law or regulatory guidance changes; or
- we cannot identify or retrieve your previous preference.

7. Withdrawing or Changing Consent

You may withdraw or change your cookie consent at any time.

You can normally do this by selecting the:

“Cookie Settings”, “Manage Cookies” or similar link available on our website.

Withdrawing consent will not affect the lawfulness of cookie use that occurred before consent was withdrawn.

After you withdraw consent:

- optional cookies should no longer be set;
- relevant optional tracking should stop;
- existing cookies may need to be removed through your browser settings; and
- some preference-based or embedded website features may no longer function as intended.

You may also manage cookies through your browser or device settings.

8. Categories of Cookies We Use

We may use the following categories of cookies.

8.1. Strictly Necessary Cookies

Strictly necessary cookies are required for the website to operate or to provide a function specifically requested by the user.

These cookies may be used to:

- operate the website securely;
- prevent fraudulent or malicious activity;
- remember cookie-consent choices;
- maintain a website session;
- enable forms to function;
- process online registrations;

- support shopping basket or checkout functions;
- process payments securely;
- balance website traffic; and
- maintain accessibility or privacy settings.

Because these cookies are necessary for the operation of the website or the provision of a requested service, they may not require prior consent.

Disabling strictly necessary cookies through your browser may cause parts of the website to stop working correctly.

8.2. Functional Cookies

Functional cookies enable enhanced features and personalisation.

They may be used to:

- remember language or regional preferences;
- remember information entered into forms;
- retain display or accessibility preferences;
- recognise returning website users;
- remember previously selected options; and
- provide enhanced website functionality.

Functional cookies that are not strictly necessary will be used only where the required consent has been obtained.

8.3. Analytics and Performance Cookies

Analytics and performance cookies help us understand how visitors use our website.

They may collect information such as:

- the pages visited;
- the time spent on particular pages;
- links selected;
- the website or campaign from which a visitor arrived;
- approximate location;
- browser and device type;
- website errors;

- page-loading performance; and
- general patterns of website use.

We may use this information to:

- assess website performance;
- understand which content is useful;
- identify technical problems;
- improve navigation;
- evaluate communications and campaigns; and
- improve our Services.

Where analytics cookies require consent, they will not be activated unless and until consent has been given.

Where an analytics service is configured to operate under an applicable legal exception, we will provide the required information and safeguards.

8.4. Advertising and Marketing Cookies

Advertising and marketing cookies may be used to:

- measure the effectiveness of advertising;
- understand responses to campaigns;
- build audience profiles;
- limit how often an advertisement is displayed;
- show content or advertisements relevant to a user's interests;
- track visits across websites or platforms; and
- support social-media advertising.

These cookies may be placed by Athena GESDA or by third-party advertising and social-media providers.

We will obtain consent before using advertising or marketing cookies where required.

We will not use a rejection of advertising cookies to prevent access to basic website functions.

8.5. Social-Media Cookies

Our website may contain social-media buttons, feeds, posts, videos or other embedded features.

Social-media providers may place or access cookies when:

- you view embedded content;
- you select a social-media link;
- you share website content;
- you are logged into a social-media account; or
- you interact with a social-media feature.

These providers may be able to associate your visit with your account and use the information for their own analytics, personalisation or advertising purposes.

Optional social-media content and tracking will be subject to consent where required.

8.6. Payment and Fraud-Prevention Cookies

Where our website accepts payments, our payment provider may use cookies and similar technologies to:

- process the transaction;
- authenticate the payer;
- maintain checkout security;
- detect unusual activity;
- prevent fraud;
- comply with financial regulations; and
- remember information necessary to complete the payment.

Some payment-related cookies may be strictly necessary to complete a transaction requested by the user.

Other optional technologies used by a payment provider will be subject to the applicable consent requirements.

8.7. Embedded Content Cookies

Our website may include content supplied by third parties, such as:

- videos;
- maps;

- booking tools;
- calendars;
- forms;
- social-media feeds;
- presentation tools;
- webinar platforms;
- event-registration tools; and
- payment facilities.

The third party providing the content may use cookies or similar technologies.

Where appropriate, embedded content may be blocked until the user consents to the relevant cookie category.

9. First-Party and Third-Party Cookies

9.1. First-party cookies

First-party cookies are set directly by Athena GESDA's website.

They may support:

- website functionality;
- security;
- session management;
- preference management;
- consent records; and
- website analytics.

9.2. Third-party cookies

Third-party cookies are set by an organisation other than Athena GESDA.

Third parties may include:

- website hosting providers;
- analytics providers;
- payment gateways;
- video-hosting platforms;

- social-media platforms;
- event-registration providers;
- customer relationship management providers;
- marketing and advertising platforms;
- form providers;
- security providers; and
- other technology suppliers.

Third parties may process information according to their own privacy and cookie policies.

Athena GESDA does not control how third parties use information collected independently through their own cookies.

We encourage users to review the relevant third party's privacy information.

10. Cookies That May Be Used on Our Website

The following table should be updated following a technical cookie audit of the live website.

Only cookies actually used by the website should be listed in the final published version.

10.1. Strictly Necessary Cookies

Cookie or technology	Provider	Purpose	Duration
NA	NA	NA	NA

10.2. Functional Cookies

Cookie or technology	Provider	Purpose	Duration

Cookie or technology	Provider	Purpose	Duration
NA	NA	NA	NA

10.3. Analytics and Performance Cookies

Cookie or technology	Provider	Purpose	Duration
NA	NA	NA	NA

10.4. Marketing and Advertising Cookies

Cookie or technology	Provider	Purpose	Duration
NA	NA	NA	NA

10.5. Embedded Content and Social-Media Cookies

Cookie or technology	Provider	Purpose	Duration
Google Maps	Google	Displays interactive maps embedded on the website. Cookies may be set by Google when users interact with the map.	As determined by Google

10.6. Payment Cookies

Cookie or technology	Provider	Purpose	Duration
NA	NA	NA	NA

11. Session and Persistent Cookies

Cookies may be either session cookies or persistent cookies.

Session cookies

Session cookies are temporary and normally expire when you close your browser.

They may be used to:

- maintain a secure session;
- remember actions during a visit;
- operate forms or checkout functions; and
- support website navigation.

Persistent cookies

Persistent cookies remain on your device for a specified period or until they are deleted.

They may be used to:

- remember cookie preferences;
- recognise a returning device;
- retain selected settings;
- measure website use over time; and
- support analytics or marketing, where consent has been obtained.

We aim to retain cookies only for as long as reasonably necessary for their stated purpose.

12. Cookie Duration

The duration of a cookie depends on its purpose and the provider that sets it.

Cookie durations may range from:

- the duration of a website session;
- several minutes or hours;
- several days;
- several months; or
- a longer period where reasonably necessary.

We will periodically review the cookies used on our website and their retention periods.

We will seek to avoid retaining cookie information for longer than necessary.

Specific durations should be stated in the cookie table after the website has been audited.

13. Analytics Services

We may use an analytics provider to understand how our website is used.

Depending on our website configuration, analytics information may include:

- device and browser information;
- approximate geographic information;
- website pages viewed;
- navigation paths;
- session times;
- traffic sources;
- interactions with forms or buttons; and
- technical performance information.

Where possible, we may configure analytics services to:

- reduce the amount of personal data collected;
- limit retention periods;
- prevent unnecessary advertising features;
- restrict data sharing;
- mask or reduce identifying information; and
- respect user consent preferences.

Analytics cookies requiring consent will not be activated unless the user has consented.

14. Payment Gateway Technologies

Athena GESDA may use a third-party payment gateway to process online transactions.

The payment gateway may use cookies or similar technologies for:

- payment processing;

- user authentication;
- fraud detection;
- regulatory compliance;
- transaction security;
- risk analysis; and
- remembering checkout activity.

Athena GESDA does not normally receive or store full debit or credit card information.

Payment providers may act as independent data controllers for some of their processing activities.

Users should review the payment provider's privacy and cookie information before completing a transaction.

The identity of the active payment provider should be added to this Policy when the payment gateway is confirmed.

15. Customer Relationship Management and Forms

We may use website forms or customer relationship management systems to:

- respond to enquiries;
- register participants;
- manage prospective clients;
- distribute requested information;
- administer events;
- manage newsletter subscriptions; and
- maintain business relationships.

These tools may use cookies or similar technologies to:

- ensure forms operate correctly;
- prevent spam or fraudulent submissions;
- remember information during a session;
- measure form completion; and

- associate an enquiry with a marketing campaign, where consent has been obtained.

Non-essential tracking connected with these tools will be subject to consent where required.

16. Email Tracking

Marketing or service-related emails may contain tracking technologies that indicate whether:

- an email was delivered;
- an email was opened;
- a link was selected;
- a registration was completed; or
- a communication resulted in a website visit.

Where these technologies require consent, we will use them only in accordance with applicable law.

Users may unsubscribe from marketing communications at any time.

Unsubscribing from marketing does not necessarily prevent receipt of essential transactional or service-related communications.

Further information is available in our Privacy Policy.

17. Managing Cookies Through Your Browser

Most browsers allow users to manage cookies through their settings.

Depending on the browser, you may be able to:

- view stored cookies;
- delete individual cookies;
- delete all cookies;
- block first-party cookies;
- block third-party cookies;
- block all cookies;
- receive a warning before a cookie is stored; and
- clear cookies automatically when the browser closes.

The procedure varies between browsers and devices.

The relevant options are normally available under settings labelled:

- Privacy;
- Security;
- Cookies;
- Site Data;
- Tracking Protection; or
- Permissions.

Blocking all cookies may prevent parts of our website from operating correctly, particularly:

- registration forms;
- payment facilities;
- secure sessions;
- preference settings; and
- other interactive features.

18. Mobile Devices and Applications

Where you access our website through a mobile device, you may also be able to manage tracking through the device's privacy, browser or advertising settings.

These settings may allow you to:

- limit advertising identifiers;
- restrict tracking;
- clear website data;
- manage app permissions; and
- control location or device information.

The available controls depend on the device, operating system and browser used.

19. Global Privacy Controls and Browser Signals

Some browsers or devices may transmit privacy preference signals, such as requests not to be tracked.

The legal status and technical operation of these signals may vary.

Where required by applicable law and technically feasible, we will seek to recognise relevant browser or device privacy controls.

Users should continue to use our cookie preference tool to communicate their choices directly to Athena GESDA.

20. International Data Transfers

Some cookie and technology providers may process information outside the United Kingdom.

Where cookie information constitutes personal data and is transferred internationally, appropriate safeguards will be used where required.

These may include:

- UK adequacy regulations;
- the UK International Data Transfer Agreement;
- the UK Addendum to approved standard contractual clauses;
- contractual and technical safeguards; and
- other legally recognised transfer mechanisms.

Further information about international data transfers is set out in our Privacy Policy.

21. Children

Our website and Services are primarily directed towards universities, educational institutions, businesses, education professionals and adults.

We do not knowingly use cookies to create advertising profiles of children.

Where our Services involve prospective students under the age of 18, we will take reasonable steps to ensure that personal data and tracking technologies are used appropriately.

Optional tracking will not be activated without the consent required by applicable law.

22. Security

We take reasonable technical and organisational measures to protect information collected through cookies and similar technologies.

These measures may include:

- access controls;
- secure website hosting;

- encrypted connections;
- multi-factor authentication;
- limited staff access;
- supplier due diligence;
- software updates; and
- security monitoring.

No website or electronic transmission can be guaranteed to be completely secure.

23. Third-Party Responsibility

Our website may link to or embed services operated by third parties.

Once you leave our website or interact directly with a third-party service, that provider's own terms, privacy policy and cookie policy may apply.

Athena GESDA is not responsible for:

- cookies placed independently by another website;
- how another organisation processes personal data;
- the availability or security of third-party services; or
- changes made by third-party providers to their technologies.

We encourage users to review third-party privacy information before using external services.

24. Updates to this Cookie Policy

We may update this Cookie Policy periodically to reflect:

- changes to our website;
- new cookies or technologies;
- removal of existing tools;
- changes to our payment gateway;
- changes to analytics or marketing providers;
- legal or regulatory developments; and
- improvements to our privacy practices.

The revised Policy will be published on our website with an updated "Last updated" date.

Where changes materially affect the choices available to users, we may display a new cookie notice or ask users to renew their consent.

25. Complaints and Data-Protection Rights

Questions or concerns about our use of cookies should initially be sent to:

Email: info@athenagesda.com

Where cookie information constitutes personal data, you may have rights under UK data-protection law, including rights to:

- access personal data;
- correct inaccurate personal data;
- request deletion;
- restrict processing;
- object to processing;
- withdraw consent; and
- complain to the Information Commissioner's Office.

Further information about these rights is available in our Privacy Policy.

If you remain dissatisfied after contacting us, you may lodge a complaint with:

Information Commissioner's Office

Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
United Kingdom

Telephone: 0303 123 1113

26. Contact Us

For questions about this Cookie Policy or to exercise your cookie and privacy choices, please contact:

Athena GESDA Ltd

Email: info@athenagesda.com

Website: www.athenagesda.com

Document Control

Document owner: Athena GESDA Ltd

Document classification: Public

Review frequency: At least annually and whenever website technologies materially change

Applicable jurisdiction: England and Wales