

# Cookie Policy

## BACKGROUND

Get Hired Expert, operated by Step Ahead Social Enterprise CIC under licence from Jackie Bedford, understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of everyone who visits this website, [www.gethiredexpert.co.uk](http://www.gethiredexpert.co.uk) ('Our Site'), and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

Please read this Cookie Policy carefully and ensure that you understand it. Your acceptance of this Cookie Policy is requested where relevant throughout the site.

## Definitions and Interpretation

In this Policy the following terms shall have the following meanings:

**"Account"** means an account required to access and/or use certain areas and features of Our Site;

**"Cookie"** means a small text file placed on your computer or device by Our Site when you visit certain parts of Our Site and/or when you use certain features of Our Site. Details of the Cookies used by Our Site are set out below; and

**"Cookie Law"** means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003.

## 1. Information About Us

Our Site is operated by Step Ahead Social Enterprise CIC, registered in England under company number 06668975, trading as Get Hired Expert under licence from Jackie Bedford.

Registered address: Heatherlands, Felcot Road, Furnace Wood, East Grinstead RH19 2PX

Main trading address: Ludgate House, 107-111 Fleet St, London EC4A 2AB

## 2. How We Use Cookies

Our Site may place and access certain first-party Cookies on your computer or device. First-party Cookies are those placed directly by us and are used only by us. We use Cookies to facilitate and improve your experience of Our Site and to provide and improve our services. We have carefully chosen these Cookies and have taken steps to ensure that your privacy and personal data is protected and respected at all times.

By using Our Site, you may also receive certain third-party Cookies on your computer or device. Third-party Cookies are those placed by websites, services, and/or parties other than us. Third-party Cookies are used on Our Site for monitoring the Site's performance and for advertising. For more details, please refer to the tables below. These Cookies are not integral to the functioning of Our Site and your use and experience of Our Site will not be impaired by refusing consent to them.

We also use Google Tag Manager (GTM) to manage and deploy analytics, advertising and performance tags across our website. Google Tag Manager does not itself collect personal information but enables other services, such as Google Analytics, Google Ads, Microsoft Clarity and Meta Pixel, to operate where consent has been provided.

All Cookies used by and on Our Site are used in accordance with current Cookie Law. Before Cookies are placed on your computer or device, you will be shown a pop up requesting your consent to set those Cookies. By giving your consent to the placing of Cookies you are enabling us to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of Our Site may not function fully or as intended.

**Analytics Cookies**

Our Site uses analytics services to collect and analyse website usage information, including visitor interactions such as clicks, scrolling behaviour, session recordings and heatmaps, enabling us to better understand how Our Site is used and to improve it and the services offered through it. You do not have to allow us to use these Cookies, however whilst our use of them does not pose any risk to your privacy or your safe use of Our Site, it does enable us to continually improve Our Site, making it a better and more useful experience for you.

The analytics service(s) used by Our Site use(s) the following Cookies:

Name of Cookie	First / Third Party	Provider	Purpose
_ga_#	Third	Google Analytics (GA4)	Used to distinguish individual users by means of a randomly generated number as a client identifier, allowing calculation of visits and sessions
_ga	Third	Google Analytics (GA4)	Records a particular ID used to gather data about website usage by the user
_clsk	Third	Microsoft Clarity	Connects multiple page views by a user into a single Clarity session recording
_clck	Third	Microsoft Clarity	Persists the Clarity user ID and preferences, unique to that site, attributed to the same user ID
CLID	Third	Microsoft Clarity	Identifies the first time Microsoft Clarity saw this user on any site using Clarity

**Marketing & Advertising Cookies**

Our Site uses advertising services to collect and analyse usage information, enabling us to better understand how Our Site is used in relation to advertising campaigns, and to improve Our Site and the services offered through it. You do not have to allow us to use these Cookies, however whilst our use of them does not pose any risk to your privacy or your safe use of Our Site, it does enable us to continually improve Our Site, making it a better and more useful experience for you.

The advertising service(s) used by Our Site use(s) the following Cookies:

Name of Cookie	First / Third Party	Provider	Purpose
_fbp	Third	Meta	Facebook tracking pixel used to identify visitors for personalised advertising
_fbc	Third	Meta	Stores information relating to ad clicks from Meta platforms to assist with conversion attribution
fr	Third	Meta	Used by Meta to deliver, measure and improve advertising performance
lastExternalReferrer	Third	Meta	Detects how the user reached the website by registering their last URL address
lastExternalReferrerTime	Third	Meta	Detects how the user reached the website by registering their last URL address
_gcl_au	Third	Google	Used by Google Ads for experimenting with advertisement efficiency across websites using their services
_gcl_aw	Third	Google Ads	Used to measure ad conversions and campaign performance
_gcl_dc	Third	Google Marketing Platform	Used for advertising measurement and attribution

### Server-Side Tracking

We may use server-side measurement technologies, including Meta Conversions API and similar tools, to improve the accuracy of advertising attribution, conversion measurement and campaign performance reporting. Where these technologies are used, data is processed only in accordance with the consent choices made by visitors and applicable data protection laws.

### Google Enhanced Conversions

Where consent has been provided, we may use Google Enhanced Conversions to improve the accuracy of conversion measurement. This may involve securely sharing limited customer information, such as email addresses submitted through forms, in a hashed format with Google for matching and reporting purposes.

### Cookie Retention Periods

Cookie lifespans may vary depending on browser settings and updates made by the relevant service provider. The durations below reflect typical retention periods at the time of publication.

Cookie	Typical Duration
_ga	2 years
_ga_#	2 years
_clck	1 year
_clsk	24 hours
_fbp	90 days
_fbc	90 days

Cookie	Typical Duration
_gcl_au	90 days
_gcl_aw	90 days

### 3. Managing Cookies

In addition to the controls that we provide, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all Cookies or only third-party Cookies. By default, most internet browsers accept Cookies, but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.

You can choose to delete Cookies on your computer or device at any time, however you may lose any information that enables you to access Our Site more quickly and efficiently, including but not limited to login and personalisation settings.

It is recommended that you keep your internet browser and operating system up to date and that you consult the help and guidance provided by the developer of your internet browser and manufacturer of your computer or device if you are unsure about adjusting your privacy settings. You can change or withdraw your cookie preferences at any time using the cookie settings available on our website. Changes will apply to future visits and will not affect data processing that has already taken place based on consent previously provided.

### 4. Further Information

If you have any questions about this Cookie Policy, please contact us via email at [jackie@jackiebedford.com](mailto:jackie@jackiebedford.com).

For more information about how we use your personal data more generally, please see our Privacy Notice.