

Cookies Policy

This policy explains how Linguaphone Group Limited trading as Direct English (“**Direct English**”) uses cookies and how we may collect and process information about you through our website, www.directenglish.com (the “**Website**”).

What are cookies?

Cookies are small text files that are placed on your computer (or internet enabled device) by websites that you visit.

Why do we use cookies?

Direct English uses cookies to collect information about the use of the Website and to distinguish you from other users in order to improve your experience when you browse the Website.

When you visit www.directenglish.com we set Google Analytics to measure the number of visitors, to see where they come from, how visitors navigate the site, how long they stay on each page, whether they are new or returning visitors and which resources they access. The data collected using Google Analytics is all anonymous. This helps us to develop new content and to improve the way the Website works.

What cookies do we use?

Our Website uses three kinds of cookie (using categories suggested in the International Chamber of Commerce UK’s cookie guide (see www.iccwbo.uk/pages/privacy).

These are: (1) strictly necessary cookies; (2) performance cookies and (3) functionality cookies.

The table below explains the cookies used by Direct English as at 1 January 2017. We will update this information as and when we introduce new functionality to the site.

Cookie Name	Cookie purpose	Default expiration of cookie
_utmt	To limit the amount of data that is collected.	10 minutes
_utma	To track whether the user has visited before, so we can count how many are new visitors to the site or a certain page.	2 years
_utmb	To calculate the average length of time a visitor spends on our site (which works in conjunction with _utmc)	30 minutes
_utmc	To determine the end of a browser session and to determine whether the visitor was in a new session/visit.	When a visitor closes their browser
_utmz	To determine how the visitor reached the site (e.g. from another site or from a search engine).	6 months
_ga	To count how many people visit the site by tracking if a visitor has visited before (which works in conjunction with _utma).	2 years
_gat	To manage the rate at which page view requests are made	10 minutes

BY USING OUR WEBSITE, YOU CONSENT TO THE RELEVANT COOKIES BEING SET ON YOUR DEVICE. You can refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. You should note however that by deleting or blocking cookies, the website may not function correctly and you may not be able to access certain areas.

For further information on Google Analytics and opting out, please visit <https://support.google.com/analytics/answer/6004245>. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit www.allaboutcookies.org.

The Website may also link through to third party websites which may use cookies which Direct English has no control. We therefore recommend that you check the relevant third party privacy policies for information about any cookies that they may use.