

# COOKIE POLICY

Last updated 21 December 2022.

SHBP uses cookies and similar technologies to help provide and improve our services, as well as to enable our Site to function properly. This Cookie Policy (“Policy”) outlines what cookies we use and explains why we use cookies and how we deal with the data collected.

Some cookies are not strictly necessary for the Site to operate, but they help us provide you with better user experience. For these purposes, we use Google Analytics web analytics service, which help us track and report our Site traffic. For more information on Google Analytics privacy practices, please click [here](#).

Please bear in mind that if you choose to disable necessary cookies, some features of our Site may not function properly.

## What are cookies?

Cookies are text files containing small amounts of information that are sent to your browser when you visit a certain webpage and that are stored on your device. Cookies will collect information relating to your use of our Site, e.g. pages visited and time spent on them, your device information etc.

Cookies are widely used by most websites you visit to remember your choices, preferences and settings, enable your smooth navigation within the website and generally improve the user experience.

The term "cookie" is used in the broad sense to include all similar tools, including web beacons, tracking pixels, and log files.

## What types of cookies do we use and what for?

We use first-party cookies as well as third-party cookies.

**First party cookies** are created and stored by us when you visit our Site. **Third party cookies** are cookies used within our Site which are created and stored by other organisations. These may include cookies from external analytics services such as Google Analytics which help us to understand the use of our Site.

We use session cookies as well as persistent cookies.

Cookies may remain on your device for different periods of time. Some cookies are **session cookies**, meaning they are temporarily stored and expire when you close your browser. Other ones are **persistent cookies**, and they stay on your device until you delete them manually or your browser deletes them after a fixed period of time for the relevant cookie expires, depending on their function.

We use cookies for a variety of reasons, including to:

- recognize your device and save the actions you have previously made;
- define you as a unique user;
- track traffic flow and analyse the usage of the Site to improve our Site and services;
- prevent fraud;
- ensure the functionality of the Site;
- marketing purposes.

Depending on the purpose, we use the following categories of cookies:

- **Necessary**: these cookies are essential to enable you to use the Site and its functionalities (such as page navigation and access to secure areas of the Site), secure the Site, protect against fraudulent actions etc. The website cannot function properly without these cookies, so if you disable them, some parts of the Site will not function.

- **Analytics:** these cookies allow us to obtain statistics on the performance of our Site in order to analyse Site traffic, understand how users use our Site and services and use this aggregated data to make improvements to the Site. These cookies also help us analyse the performance of our advertising campaigns (if any) and improve them for those who engage with our advertising.
- **Marketing:** these cookies are used to deliver relevant online ads to you on other websites based on your online activity. These cookies are placed by us and selected third parties and enable adverts to be presented to you on third party websites. For these purposes, we use Google Ads advertising platform. For more information on Google Ads privacy practices, please click [here](#) and [here](#).

Cookie Name	Provider	Purpose	Retention
<b>Category: Necessary</b>			
CONSENT (HTTP)	youtube.com	This cookie is used to detect if the visitor of the Site has accepted the marketing category in the cookie banner.	6071 days
test_cookie (HTTP)	doubleclick.net	This cookie is used to check if the user's browser supports cookies.	1 day
PHPSESSID (HTTP)x3	shbpacademy.online	This cookie is used to preserve user session state across page requests.	30 days
<b>Category: Analytics</b>			
_ga (HTTP)	shbpacademy.com	This cookie is used to register a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years
_gat (HTTP)	shbpacademy.com	This cookie is used by Google Analytics to throttle request rate.	1 day
_gid (HTTP)	shbpacademy.com	This cookie is used to register a unique ID that is used to generate statistical data of how the visitor uses the website.	1 day
previousUrl (HTTP)	shbp.info	This cookie is used to set a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	1 day
tildasid (HTTP)	shbp.info	This cookie is used to register a unique ID that is used to generate statistical data of how the visitor uses the website.	1 day
tildauid (HTTP)	shbp.info	This cookie is used to register a unique ID that is used to generate statistical data of how the visitor uses the website.	3 months
visited (HTML)	shbp.info	This cookie is used to set a unique user ID that recognizes the user on returning visits.	Session
<b>Category: Marketing</b>			
IDE (HTTP)	doubleclick.net	This cookie is used by Google DoubleClick to register and report the website user's actions after viewing and clicking one of the advertiser's ads with the purpose of measuring the efficacy of	1 year

		an ad and top resent targeted ads to the user.	
VISITOR_INFO1_LIVE (HTTP)	youtube.com	This cookie is used to try to estimate the users' bandwidth on pages with integrated YouTube videos.	179 days
YSC (HTTP)	youtube.com	This cookie is used to register a unique ID to keep statistics of what videos from YouTube the user has seen.	Session
yt.innertube::nextId (HTML)	youtube.com	This cookie is used to register a unique ID to keep statistics of what videos from YouTube the user has seen.	Persistent
yt.innertube::requests (HTML)	youtube.com	This cookie is used to register a unique ID to keep statistics of what videos from YouTube the user has seen.	Persistent
__ddg1 (HTTP) x 2	shbp.info tildacdn.com	This cookie is used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	1 year
__ddg2 (HTTP) x 2	check.ddos-guard.net shbp.info	This cookie is used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	1 year
yt-remote-cast-available (HTML)	youtube.com	This cookie is used to register user's video player preferences when watching embedded YouTube videos.	Session
yt-remote-cast-installed (HTML)	youtube.com	This cookie is used to register user's video player preferences when watching embedded YouTube videos.	Session
yt-remote-connected-devices (HTML)	youtube.com	This cookie is used to register user's video player preferences when watching embedded YouTube videos.	Persistent
yt-remote-device-id (HTML)	youtube.com	This cookie is used to register user's video player preferences when watching embedded YouTube videos.	Persistent
yt-remote-fast-check-period (HTML)	youtube.com	This cookie is used to register user's video player preferences when watching embedded YouTube videos.	Session
yt-remote-session-app (HTML)	youtube.com	This cookie is used to register user's video player preferences when watching embedded YouTube videos.	Session
yt-remote-session-name (HTML)	youtube.com	This cookie is used to register user's video player preferences when watching embedded YouTube videos.	Session
<b>Category: Unclassified</b>			
__ddgid (HTTP)	shbp.info		1 year
__ddgmark (HTTP)	shbp.info		1 day

gc_counter_291351 (HTTP)	shbpacademy.online	29 days
gc_visit_291351 (HTTP)	shbpacademy.online	1 day
gc_visitor_291351 (HTTP)	shbpacademy.online	1 year
stat/counter (Pixel) x3	shbpacademy.online	Session

### Your Choices

You may choose not to allow some types of cookies or disable them all. Since cookies are an important part of how our Site works, please be aware that if you choose to decline or delete cookies, some features of our Site may not function well or may become unavailable.

Most web browsers are by default set to accept cookies. At your choice, you may modify the settings in your web browser and set it to block or delete cookies. The following links may be helpful, otherwise you should use the “Help” or “Options” menu in your browser for more details:

- Google Chrome (<https://support.google.com/chrome/answer/95647?hl=en>);
- Safari (<https://support.apple.com/en-gb/guide/safari/sfri11471/mac>);
- Opera (<https://help.opera.com/en/latest/web-preferences/>);
- Microsoft Edge  
(<https://support.microsoft.com/en-us/topic/delete-and-manage-cookies-168dab11-0753-043d-7c16-ed5947fc64d>);
- Mozilla Firefox  
(<https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer>).

The list of third-party’s cookie providers is not exclusive and it might change from time to time as our activities change or expand.

**Please, bear in mind that this policy DOES NOT cover the cookies provided by the third parties when you follow the links to any website other than our Site.**

### Changes to the Policy

This Policy may be revised and updated from time to time to reflect changes in our privacy practices, services, or in accordance with legal requirements. We will send a notice to you if these changes are major and we will obtain your consent if new categories of cookies are placed on the Site. Please check this Policy regularly for the latest changes in our use of cookies.

### Contact Us

If you have any questions about our use of cookies or your personal information, please contact us at [info@shbpacademy.com](mailto:info@shbpacademy.com).