

## Cookie Policy

*Updated – December 2025*

*Review Date – December 2026*

This policy relates to Let Me Play Ltd, Inspire ATA Ltd and LMP Action C.I.C, known as “LMP Group” or “the company”. The policy applies to all three companies and is the standard by which we adhere to.

LMP Group (herein referred to as ‘LMP Group’, ‘us’, ‘we’, ‘our’), company no. 05536416. We ask that you read this Cookie Policy (the ‘Policy’) carefully as it contains important information on the use of cookies on our website.

In the Policy, references to ‘you’ and ‘your’ are references to the user and/or browser of [www.supportingeducation.com](http://www.supportingeducation.com) and associated services (the ‘Site’).

## What are Cookies?

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by online service providers to help build a profile of users. They are also used to make websites work, or work more efficiently, as well as to provide information to the owners of the site. Some of this data will be aggregated or statistical, which means that we will not be able to identify you individually.

You can set your browser not to accept cookies and the information below explains how to remove cookies from your browser. However, some of the Site features may not function as a result. For further information visit <https://www.aboutcookies.org>.

## Types of Cookies

### Source

There are two main sources of cookies:

- **‘First party’** cookies that are set by us when using the Site
- **‘Third party’** cookies are for third-party websites such as Facebook or Google to display online advertising and social sharing features

### Duration

Cookies will usually be kept for a specified duration, either as a session cookie or persistent cookies: –

- **Session cookies** — these cookies allow the Site to link your actions during a particular browser session. They expire each time you close your browser and do not remain on your device afterwards.
- **Persistent cookies** — these cookies are stored on your device in between browser sessions. They allow your preferences or actions across the Site to be remembered. They will remain on your device until they expire, or until you delete them from your cache.

### **Necessary Cookies**

Necessary cookies are required to enable the basic features of this site, such as providing secure log-in or adjusting your consent preferences. These cookies do not store any personally identifiable data.

cookieyes-consent

CookieYes sets this cookie to remember users' consent preferences so that their preferences are respected on subsequent visits to this site. It does not collect or store any personal information about the site visitors.

\_GRECAPTCHA (Google)

Google Recaptcha service sets this cookie to identify bots to protect the website against malicious spam attacks.

### **Analytical Cookies**

Analytical cookies are used to understand how visitors interact with the website. These cookies help provide information on metrics such as the number of visitors, bounce rate, traffic source, etc.

\_ga\_\*

Google Analytics sets this cookie to store and count page views.

Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.

\_fbp

Facebook sets this cookie to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising after visiting the website.

\_gid

Google Analytics sets this cookie to store information on how visitors use a website while also creating an analytics report of the website's performance. Some of the collected data includes the number of visitors, their source, and the pages they visit anonymously.

\_gat\_UA-\*

Google Analytics sets this cookie for user behaviour tracking.

CONSENT

YouTube sets this cookie via embedded YouTube videos and registers anonymous statistical data.

\_\_hssr session This cookie is set by Hubspot whenever it changes the session cookie. The \_\_hssrc cookie set to 1 indicates that the user has restarted the browser, and if the cookie does not exist, it is assumed to be a new session.

\_\_hssc 1 hour HubSpot sets this cookie to keep track of sessions and to determine if HubSpot should increment the session number and timestamps in the \_\_hstc cookie.

\_\_hstc 6 months Hubspot set this main cookie for tracking visitors. It contains the domain, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).

Hubspotutk 6 months HubSpot sets this cookie to keep track of the visitors to the website. This cookie is passed to HubSpot on form submission and used when deduplicating contacts.

Microsoft Clarity \_clk 13 months Persists the Clarity User ID and preferences, unique to that site is attributed to the same user ID.

Microsoft Clarity \_clsk 13 months Connects multiple page views by a user into a single Clarity session recording.

Microsoft Clarity CLID 13 months Identifies the first-time Clarity saw this user on any site using Clarity.

Microsoft Clarity ANONCHK 13 months Indicates whether MUID is transferred to ANID, a cookie used for advertising. Clarity doesn't use ANID and so this is always set to 0. Retention Period: 13 months

Microsoft Clarity MR 13 months Indicates whether to refresh MUID.

Microsoft Clarity MUID 13 months Identifies unique web browsers visiting Microsoft sites. These cookies are used for advertising, site analytics, and other operational purposes. Retention Period: 13 months

Microsoft Clarity SM 13 months Used in synchronizing the MUID across Microsoft domains. Retention Period: 13 months

For further information about Microsoft Clarity cookies visit:  
<https://learn.microsoft.com/en-us/clarity/setup-and-installation/cookie-list>

### Advertisement Cookies

Advertisement cookies are used to provide visitors with customized advertisements based on the pages you visited previously and to analyse the effectiveness of the ad campaigns.

sc\_at

Snapchat sets this cookie to show relevant advertising based on the user's movement.

YSC

YouTube sets this cookie to track the views of embedded videos on YouTube pages.

VISITOR\_INFO1\_LIVE

YouTube sets this cookie to measure bandwidth, determining whether the user gets the new or old player interface.

test\_cookie

doubleclick.net sets this cookie to determine if the user's browser supports cookies.

IDE

Google DoubleClick IDE cookies store information about how the user uses the website to present them with relevant ads according to the user profile.

yt-remote-device-id

YouTube sets this cookie to store the user's video preferences using embedded YouTube videos.

yt.innertube::requests

YouTube sets this cookie to register a unique ID to store data on what videos from YouTube the user has seen.

yt.innertube::nextId

YouTube sets this cookie to register a unique ID to store data on what videos from YouTube the user has seen.

yt-remote-connected-devices

YouTube sets this cookie to store the user's video preferences using embedded YouTube videos.

## Functional Cookies

Functional cookies help perform certain functionalities like sharing the content of the website on social media platforms, collecting feedback, and other third-party features.

### X-AB

Adobe Analytics sets this cookie in context with multi-variate testing. This is a tool used to combine or change content on the website. This allows the website to find the best variation or edition of the site.

### \_scid

This cookie is set by Snapchat to store Snapchat Pixel unique ID of the User.

### \_CAN\_Bid

This is the User Identification cookie. This holds a unique (32-character) reference which identifies this visitor each time that they return to your site

This cookie is held for a 10-year duration. In reality users upgrade their browsers (which clears their cookies) within this time.

### CAN\_FCId

This is the User Identification cookie. This holds a unique (32-character) reference which identifies this visitor each time that they return to your site

This cookie is held for a 10-year duration. In reality users upgrade their browsers (which clears their cookies) within this time.

### CAN\_Sid

This is the Session Identification cookie. This holds a unique (32-character) reference which allows CANDDi to relate all the current tracking to a single Session

This cookie is held for 30-minutes

Go Track can also place some CAN\_Store\_xxx cookies. These are temporary cookies which Go Track uses to ensure that the data which has been captured is recorded and transmitted to the Go Track servers. These cookies are deleted after a positive response is received from the Go Track tracking servers.

## Why do we use cookies?

In May 2018 the European General Data Protection Regulations (GDPR) and the UK Data Protection ACT (DPA) went into force. The new regulations strengthen individuals' rights on how their personal data is used.

### **How do I manage my cookies?**

We will ask for your permission to place cookies or other similar technologies on your device, except where they are essential to provide you with a service that you have requested (e.g., to enable you to put items in your shopping basket and to use our check-out process).

There is a notice on the Site which describes how we use cookies where you can filter your cookie preferences when using the Site.

### **How to turn off Cookies**

If you do not want to accept cookies, you can change your browser settings so that cookies are not accepted. If you do this, please be aware that you may lose some of the functionality of the Site. For further information about cookies and how to disable them please go to the Information Commissioner's webpage on cookies: <https://ico.org.uk/for-the-public/online/cookies/>. You can disable cookies yourself by following the steps at this link: <https://www.aboutcookies.org.uk/managing-cookies>. You can also follow the steps set out in the cookie banner on entering the Site.

### **Changes to the Policy**

We may update this Policy from time to time, so you may wish to check it each time you access or submit personal information to us. The date of the most recent revisions will appear below:

### **Personal and Non-Personal Identification Information**

At LMP, we may collect personal identification information from users in a variety of ways, including, but not limited to, when users visit our website, register on the site, place an order, subscribe to newsletters, fill out a form, and in connection with other activities, services or resources we make available on our website. Users may be asked for, name, email address, phone number, credit card information. We will only collect personal identification information for users if they voluntarily submit such information to us. Users can always decline to supply personal identification information, except that may prevent them from engaging in certain site-related activities. LMP may collect personal data about you on this website, including information in which you volunteer. Information in which you provide may on occasion be made available to third parties and/or educational partners for the purposes of, but not limited to, in which you provided it.

LMP collects statistical information such as page view, and browser statistics. These are collected anonymously and are strictly not sold or disclosed to others.

We may collect non-personal identification information about users when they interact with the site. Non-personal identification information may include, but is not limited to, browser

name, the type of computer and technical information about users' means of connection to the site. This may include the operating system and the internet service providers utilised and other similar information.

All clients may request access to the personal details collected by LMP in relation to themselves and the services owned by them. LMP ensures all information is correct and up to date and will amend any issues or changes to details upon request.

LMP does not retain clients' personal information longer than is necessary for the purposes of compliance with the law and routine administration.

LMP keeps client information on controlled facilities, which are secured against unauthorised access. Proof of identity will be required before information is released to any person, including the client. LMP typically communicates with its clients through a combination of Phone, Written, and Email correspondence.

We strictly do not knowingly collect personal information from children under the age of 16. If you are under the age of 16, please do not submit any personal information through any site services. We encourage parents and legal guardians to monitor their children's Internet usage and to help enforce this policy by instructing their children never to provide personal information through this site without parental supervision.

### **Acceptance of the Terms**

By using this site, you are accepting of the policy and terms of services stated above. If you do not agree with this policy, please do not use our site. Your use of the site following the posting of changes to this policy will be deemed your acceptance of those changes.

### **Contact Us**

We are committed to respecting and protecting your privacy and personal data. If you have any questions or concerns regarding your personal data or our [privacy policy](#), please email [info@lmp-group.co.uk](mailto:info@lmp-group.co.uk)