Richardson Rail Services Ltd.
Personal Development Specialist



Document Title:	Cookie Policy
Document ID:	POL-HR-031-22
Version:	Version 06
Issue Date:	23rd April 2026
Next Review:	10th April 2027
Owner:	Rhys Richardson
Approved By:	Rhys Richardson
Approval Date:	23rd April 2026
Department:	HR
Status:	LIVE

Version Number	Date of Edits	Person Editing	Summary Changes
1	06/03/22	Rhys Richardson (RR)	Created
2	06/03/23	Rhys Richardson (RR)	Annual Review
3	06/03/24	Rhys Richardson (RR)	Annual Review
4	06/03/25	Rhys Richardson (RR)	Annual Review
5	23/04/25	Rhys Richardson (RR)	New template and wording
6	23/04/26	Rhys Richardson (RR)	Policy Review (Annual)

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1. Introduction & Legal Basis

We (Richardson Rail Services Ltd, including trading names such as Richardson Training Ltd) use cookies and similar technologies on our website to deliver functionality, collect analytics, and provide personalised experiences.

This Cookie Policy explains:

- What cookies are.
- Which cookies we use and why.
- How you can control cookies.
- Your rights in relation to cookies.

We comply with the Privacy and Electronic Communications Regulations 2003 (PECR) (as amended) and GDPR / UK GDPR principles. The ICO guidance states that you must be informed if cookies are used, given clear information about their purpose, and granted the chance to consent to non-essential cookies.

Cookies that are strictly necessary for the basic operation of our website may be used without prior consent, but all non-essential cookies (e.g. analytics, marketing) require your active, informed consent before they are set.

2. What Is a Cookie / Similar Technology?

A cookie is a small text file stored on your device (computer, tablet, smartphone) when you visit a website. It allows the site to remember your preferences or recognise your device on return visits.

“Similar technologies” (e.g. Local Storage, device fingerprinting) that store or access information on your device are also governed by the same rules.

3. Types of Cookies We Use

We categorise our cookies into groups. Below is an illustrative list (you must update with your actual cookies after audit):

Category	Purpose	Essential? / Need Prior Consent?	Typical Lifetime / Example Cookie
Strictly Necessary	Enable core site functions: login, session management, navigation, security	✅ No prior consent required (but must be disclosed)	e.g. session_id, wp_logged_in, load balancing cookies

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Functional / Preference Cookies	Remember your preferences (language, region, UI toggles)	Prior consent required	e.g. site_language_pref, remember_me
Analytics / Performance	Collect statistics about how visitors use our site (page views, errors, bounce rate)	Prior consent required	e.g. Google Analytics _ga, _gid
Marketing / Advertising	Used to deliver ads relevant to you, limit how often you see an ad, measure campaign performance	Prior consent required	e.g. Third-party advertising cookies, pixel trackers
Third-Party / Embedded Content	Cookies set by external services you interact with (e.g. YouTube embed, social media widgets)	Prior consent required	e.g. Cookie from YouTube or social plugin

Note: The boundaries between categories can blur; a cookie that is "beneficial" but not strictly essential must be treated as non-essential and require consent.

4. How We Use Cookies & Third Parties

- We embed third-party analytics, such as Google Analytics, to understand site usage.
- We may use advertising / remarketing cookies through platforms like Google Ads, Facebook Ads, or similar (if you enable them).
- We may include embedded content (videos, maps) that set their own cookies.
- We ensure any third party that sets cookies has a data processing agreement and restricts their use to purposes you have consented to.

5. Obtaining Consent & Consent Mechanism

We use a cookie consent banner / pop-up that:

- Presents an "Accept / Reject / Settings" choice (no pre-ticked boxes).
- Does not set non-essential cookies until consent is given.
- Allows you to grant consent per category (i.e. separate toggles for analytics, marketing, etc.).
- Enables you to withdraw or change your consent at any time via a visible link (e.g. "Cookie Settings") on our site.

- Records and logs your consent choices (timestamp, categories allowed, etc.) for auditability.

The ICO emphasises that consent must be freely given, specific, informed, and unambiguous, and must involve a clear positive action (not implied or assumed)

Also, the banner must allow “Reject All” with equal prominence to “Accept”. You cannot nudge users toward accepting or make access conditional on accepting non-essential cookies (“cookie walls”) in ways that compromise free choice.

If your use of cookies changes (e.g. new third-party trackers), you should obtain fresh consent.

6. How to Control or Reject Cookies

You have multiple ways to control cookies:

- Use your browser settings to block or delete cookies (all or by category).
- Use the cookie settings / preference centre on our site (via “Cookie Settings” link) to disable non-essential cookies.
- Use private/incognito browsing modes (though functionality might be reduced).
- Use browser extensions or privacy tools that block trackers.

Please note, disabling some cookies may break or impair parts of our site (e.g. staying logged in, viewing video embeds, tracking progress in courses).

7. Cookie Retention / Lifetimes

We set cookie lifetimes appropriate to their function:

- Session cookies typically expire at the end of your browsing session.
- Persistent cookies last longer (e.g. 30 days, 1 year) to remember preferences or analytics identifiers.
- Third-party cookies’ lifetimes depend on the provider (e.g. ad networks may have longer lifetimes).

We review and purge unnecessary cookies periodically and adjust lifetimes to minimise data retention risk.

8. Children & Minors

Because our services are not typically aimed at children under 16, we assume users are of legal age. If users under 16 are permitted (e.g. apprentices), we ensure that cookie language is age-appropriate and consent is possibly obtained from guardians in accordance with applicable law.

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9. Updates to This Policy

We may update this Cookie Policy as laws, guidance, or our cookie practices change (e.g. new cookies, new third-party services).
The "Last Updated" date above indicates the version you are reading.
If changes are material, we will notify users (e.g. via banner or site notice) and possibly seek fresh consent.

10. Contact & Further Information

If you have any questions about our use of cookies or this policy, contact us at:
Email: rhys@richardsonrail.co.uk
Phone: 01403 586036

You can also visit the **ICO guidance on cookies** for more detail:
ICO – Cookies and similar technologies

Signed: 
Name: Rhys Ricardson
Position: Managing Director
Date: 23rd April 2026

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Appendix A - Short Cookie Notice / Summary (e,g, For Website banners)

We use cookies and similar technologies to make our website work, improve your experience, and analyse how people use it.
We also use optional cookies to personalise content, remember preferences, and measure marketing effectiveness.
You can accept all cookies, reject non-essential ones, or manage your settings at any time.
For more information, see our Cookie Policy and Privacy Policy.

Buttons (as required by ICO best practice):

- *Accept all cookies*
- *Manage settings*
- *Reject non-essential cookies*

Appendix B - Consent Text for Forms / Checkboxes

Consent Text (General Use)

By submitting this form, you acknowledge that you have read and understood our Privacy Policy and Cookie Policy.
We use cookies and related technologies to improve your experience, and may collect information about how you use this site to help us deliver and enhance our training services.
You can manage or withdraw consent for non-essential cookies at any time.