

# Cookie Consent Management

## Youth Start Limited

Company Number: 16864238

Registered Office: 370 Osmaston Park Road, Derby, DE24 8FB

Website: [youthstart.co.uk](https://youthstart.co.uk)

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## Effective Date

1 January 2026

## Last Updated

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## Introduction

This Cookie Consent Management policy sets out Youth Start Limited's approach to managing cookie consent on the Youth Start website ([youthstart.co.uk](https://youthstart.co.uk)).

Cookies are small text files that are stored on your device when you visit a website. Cookies allow websites to remember information about you and to personalise your experience. However, cookies can also be used to track your activity and to collect personal data.

This policy explains what cookies are, why Youth Start uses cookies, what types of cookies Youth Start uses, how you can manage your cookie preferences, and how Youth Start obtains and manages your consent to the use of cookies.

By using the Youth Start website, you consent to the use of cookies in accordance with this policy, subject to your cookie preferences.

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## Purpose of This Policy

The purpose of this Cookie Consent Management policy is to:

- Explain what cookies are and how they work
  - Describe the types of cookies used on the Youth Start website
  - Explain why Youth Start uses cookies
  - Describe how cookies are used to collect and process personal data
  - Explain your rights regarding cookies
  - Describe how you can manage your cookie preferences
  - Explain how Youth Start obtains and manages your consent to the use of cookies
  - Ensure compliance with UK data protection and privacy laws, including the Privacy and Electronic Communications Regulations 2003 (PECR) and UK GDPR
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# What Are Cookies

## Definition

A cookie is a small text file that is stored on your device (such as a computer, tablet, or mobile phone) when you visit a website. Cookies are created by the website server and are sent to your device, where they are stored by your web browser.

When you visit the website again, your browser sends the cookie back to the website server, allowing the website to recognise you and to access information that was previously stored in the cookie.

## How Cookies Work

Cookies work as follows:

1. You visit a website
2. The website server creates a cookie and sends it to your device
3. Your web browser stores the cookie on your device
4. When you visit the website again, your browser sends the cookie back to the website server
5. The website server reads the cookie and uses the information stored in it to personalise your experience or to track your activity

## Cookie Lifespan

Cookies have different lifespans depending on their type and purpose:

- **Session cookies** are temporary cookies that are deleted when you close your web browser
- **Persistent cookies** are stored on your device for a specified period of time (such as days, weeks, months, or years) and remain on your device even after you close your web browser

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## Types of Cookies Used on the Youth Start Website

The Youth Start website uses the following types of cookies:

### Essential Cookies

Essential cookies are necessary for the website to function properly. These cookies enable core website functionality such as security, network management, and accessibility.

Essential cookies are typically session cookies and are deleted when you close your web browser.

**Examples of essential cookies used on the Youth Start website include:**

- **PHPSESSID:** A session identifier that tracks your session on the website and maintains your login status
- **csrf\_token:** A security token that protects against cross-site request forgery attacks
- **website\_preferences:** A cookie that stores your website preferences (such as language or accessibility settings)
- **user\_consent:** A cookie that stores your cookie consent preferences



**Legal basis for processing:** Essential cookies are necessary for the performance of the contract between you and Youth Start (or for taking steps at your request prior to entering into a contract) and are necessary for Youth Start's legitimate interests in maintaining website security and functionality.

**Consent required:** No consent is required for essential cookies, as they are necessary for the website to function.

## Performance Cookies

Performance cookies are used to collect information about how you use the website, such as which pages you visit, how long you spend on each page, and whether you encounter any errors.

Performance cookies help Youth Start to understand how users interact with the website and to identify areas for improvement.

**Examples of performance cookies used on the Youth Start website include:**

- **\*\*Google Analytics (\_ga, \_gid, \_gat):\*\*** Cookies used by Google Analytics to track your activity on the website, including pages visited, time spent on pages, and referral source. Google Analytics collects data about your IP address, browser type, device type, and operating system.
- **\*\*Hotjar (\_hjid, \_hjIncludedInSample):\*\*** Cookies used by Hotjar to collect information about how you use the website, including mouse movements, clicks, and scrolling behaviour. Hotjar may also record your session on the website.

**Legal basis for processing:** Performance cookies are used on the basis of Youth Start's legitimate interests in understanding how users interact with the website and in improving the website's functionality and user experience.

**Consent required:** Consent is required for performance cookies.

## Functional Cookies

Functional cookies are used to remember your preferences and choices on the website, such as your language preference, accessibility settings, or items in your shopping basket.

Functional cookies allow Youth Start to personalise your experience on the website and to provide you with a more tailored service.

**Examples of functional cookies used on the Youth Start website include:**

- **language\_preference:** A cookie that stores your language preference
- **accessibility\_settings:** A cookie that stores your accessibility settings (such as font size or colour contrast)
- **saved\_items:** A cookie that stores items you have saved or bookmarked on the website

**Legal basis for processing:** Functional cookies are used on the basis of Youth Start's legitimate interests in providing a personalised and user-friendly experience.

**Consent required:** Consent is required for functional cookies.

## Marketing Cookies

Marketing cookies are used to track your activity across multiple websites and to serve you with targeted advertisements based on your interests and behaviour.

Marketing cookies may be set by Youth Start or by third-party advertising networks and platforms.

### Examples of marketing cookies used on the Youth Start website include:

- **Facebook Pixel:** A tracking code used by Facebook to track your activity on the Youth Start website and to serve you with targeted advertisements on Facebook and other platforms
- **Google Ads:** Tracking code used by Google to track your activity on the Youth Start website and to serve you with targeted advertisements on Google and other platforms
- **LinkedIn Insight Tag:** A tracking code used by LinkedIn to track your activity on the Youth Start website and to serve you with targeted advertisements on LinkedIn

**Legal basis for processing:** Marketing cookies are used on the basis of Youth Start's legitimate interests in promoting Youth Start's services and in reaching potential customers.

**Consent required:** Consent is required for marketing cookies.

## Third-Party Cookies

Third-party cookies are set by third-party providers (such as advertising networks, analytics providers, or social media platforms) rather than by Youth Start.

Third-party cookies may be used for analytics, advertising, social media integration, or other purposes.

### Examples of third-party cookies include:

- **Google Analytics cookies:** Set by Google to track your activity on the website
- **Facebook cookies:** Set by Facebook to track your activity and to serve targeted advertisements
- **LinkedIn cookies:** Set by LinkedIn to track your activity and to serve targeted advertisements
- **YouTube cookies:** Set by YouTube if you view embedded videos on the website

**Legal basis for processing:** Third-party cookies are used on the basis of Youth Start's legitimate interests in understanding user behaviour and in promoting Youth Start's services.

**Consent required:** Consent is required for third-party cookies (except where they are essential for website functionality).

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## Why Youth Start Uses Cookies

Youth Start uses cookies for the following purposes:

### Website Functionality and Security

- To maintain your login status and session on the website
- To protect the website against security threats and attacks
- To enable core website functionality such as form submission and page navigation
- To store your website preferences and accessibility settings

### Analytics and Performance Monitoring

- To understand how users interact with the website
- To identify which pages are most popular and which pages have high bounce rates
- To measure the effectiveness of marketing campaigns
- To identify technical issues and errors on the website
- To improve the website's functionality and user experience

### Personalisation and User Experience

- To remember your preferences and choices on the website
- To personalise your experience based on your previous activity
- To provide you with relevant content and recommendations
- To improve the relevance and usefulness of the website

### Marketing and Advertising

- To track your activity across multiple websites
- To serve you with targeted advertisements based on your interests and behaviour
- To measure the effectiveness of advertising campaigns
- To retarget you with advertisements if you have previously visited the website

### Third-Party Services

- To enable integration with third-party services (such as social media platforms)
- To allow third-party providers to collect data about your use of the website
- To enable third-party analytics and advertising services

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## Cookie Consent Banner

### Consent Banner Display

When you first visit the Youth Start website, a cookie consent banner will be displayed at the top or bottom of the page. The banner will inform you about Youth Start's use of cookies and will ask you to consent to the use of cookies.

## Consent Options

The cookie consent banner will provide you with the following options:

- **Accept All:** Click this button to consent to the use of all cookies, including essential, performance, functional, marketing, and third-party cookies
- **Reject Non-Essential:** Click this button to reject non-essential cookies (performance, functional, marketing, and third-party cookies) and to accept only essential cookies
- **Manage Preferences:** Click this button to open the cookie preferences panel, where you can select which types of cookies you wish to consent to

## Consent Storage

Your cookie consent preferences will be stored in a cookie (the “user\_consent” cookie) on your device. This cookie will be used to remember your preferences and to ensure that the consent banner is not displayed repeatedly.

The user\_consent cookie will be stored for a period of 12 months. After 12 months, you will be asked to renew your cookie consent.

## Withdrawal of Consent

You can withdraw your consent to the use of cookies at any time by opening the cookie preferences panel and updating your preferences.

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## Cookie Preferences Panel

### Accessing the Cookie Preferences Panel

You can access the cookie preferences panel by:

- Clicking the “Manage Preferences” button on the cookie consent banner
- Clicking the “Cookie Preferences” link in the website footer
- Visiting the cookie preferences page directly at [youthstart.co.uk/cookie-preferences](https://youthstart.co.uk/cookie-preferences)

### Cookie Preferences Options

The cookie preferences panel will allow you to:

- View a detailed list of all cookies used on the website
- Select which types of cookies you wish to consent to (essential, performance, functional, marketing, third-party)
- Select individual cookies to consent to or reject
- View information about each cookie, including the cookie name, provider, purpose, and lifespan
- Save your preferences



## Essential Cookies

Essential cookies cannot be disabled, as they are necessary for the website to function. The cookie preferences panel will display essential cookies but will not allow you to reject them.

## Non-Essential Cookies

You can choose to accept or reject non-essential cookies (performance, functional, marketing, and third-party cookies) by selecting or deselecting the corresponding checkboxes in the cookie preferences panel.

If you reject non-essential cookies, those cookies will not be set on your device, and the corresponding services (such as analytics or targeted advertising) will not function.

## Saving Preferences

After you have selected your cookie preferences, click the “Save Preferences” button to save your choices. Your preferences will be stored in the user\_consent cookie on your device.

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## Managing Cookies in Your Web Browser

In addition to using the cookie preferences panel on the Youth Start website, you can also manage cookies using your web browser’s built-in cookie management tools.

## Viewing Cookies

Most web browsers allow you to view cookies that have been stored on your device. To view cookies in your browser:

- **Google Chrome:** Settings > Privacy and security > Cookies and other site data > See all cookies and site data
- **Mozilla Firefox:** Preferences > Privacy & Security > Cookies and Site Data > Manage Data
- **Safari:** Preferences > Privacy > Manage Website Data
- **Microsoft Edge:** Settings > Privacy, search, and services > Clear browsing data > Cookies and other site data

## Deleting Cookies

You can delete cookies from your device using your web browser’s built-in tools. To delete cookies:

- **Google Chrome:** Settings > Privacy and security > Clear browsing data > Cookies and other site data
- **Mozilla Firefox:** Preferences > Privacy & Security > Cookies and Site Data > Clear Data
- **Safari:** Develop > Empty Web Storage (or Preferences > Privacy > Remove All Website Data)
- **Microsoft Edge:** Settings > Privacy, search, and services > Clear browsing data > Cookies and other site data

## Disabling Cookies

You can disable cookies in your web browser, which will prevent websites from setting cookies on your device. However, disabling cookies may affect the functionality of websites and may prevent you from accessing certain features.

To disable cookies in your browser:

- **Google Chrome:** Settings > Privacy and security > Cookies and other site data > Block all cookies
- **Mozilla Firefox:** Preferences > Privacy & Security > Cookies and Site Data > Block all cookies
- **Safari:** Preferences > Privacy > Block all cookies
- **Microsoft Edge:** Settings > Privacy, search, and services > Cookies and other site data > Block all cookies

## Do Not Track

Some web browsers include a “Do Not Track” feature that sends a signal to websites requesting that they do not track your activity. However, not all websites honour the Do Not Track signal.

To enable Do Not Track in your browser:

- **Google Chrome:** Settings > Privacy and security > Do Not Track
- **Mozilla Firefox:** Preferences > Privacy & Security > Enhanced Tracking Protection
- **Safari:** Preferences > Privacy > Prevent cross-site tracking
- **Microsoft Edge:** Settings > Privacy, search, and services > Tracking prevention

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## Legal Basis for Cookie Use

Youth Start uses cookies on the following legal bases:

### Performance of Contract

Essential cookies are necessary for the performance of the contract between you and Youth Start (or for taking steps at your request prior to entering into a contract).

### Legitimate Interests

Performance, functional, marketing, and third-party cookies are used on the basis of Youth Start’s legitimate interests in:

- Understanding how users interact with the website and improving website functionality
- Personalising your experience on the website
- Promoting Youth Start’s services and reaching potential customers
- Measuring the effectiveness of marketing campaigns



## Consent

Performance, functional, marketing, and third-party cookies are also used with your explicit consent, which you provide by accepting these cookies through the cookie consent banner or cookie preferences panel.

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## Your Rights Regarding Cookies

### Right to Withdraw Consent

You have the right to withdraw your consent to the use of cookies at any time by updating your cookie preferences in the cookie preferences panel.

### Right to Access

You have the right to access information about the cookies used on the website, including the cookie name, provider, purpose, and lifespan. This information is available in the cookie preferences panel.

### Right to Delete

You have the right to delete cookies from your device at any time using your web browser's built-in cookie management tools or by using the cookie preferences panel.

### Right to Object

You have the right to object to the use of cookies for marketing and analytics purposes. You can exercise this right by rejecting performance, functional, and marketing cookies in the cookie preferences panel.

### Right to Data Portability

You have the right to request a copy of the personal data that Youth Start has collected about you through cookies. To exercise this right, please contact Youth Start using the contact details provided at the end of this policy.


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## Data Sharing and Third Parties

### Third-Party Cookie Providers

Youth Start uses cookies from the following third-party providers:

- **Google Analytics:** Google collects data about your use of the website, including your IP address, browser type, and pages visited. Google may use this data for its own purposes, including to serve targeted advertisements. For more information, see Google's privacy policy at <https://policies.google.com/privacy>

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- **Hotjar:** Hotjar collects data about your use of the website, including mouse movements, clicks, and scrolling behaviour. Hotjar may record your session on the website. For more information, see Hotjar's privacy policy at <https://www.hotjar.com/privacy>
  - **Facebook:** Facebook collects data about your activity on the Youth Start website through the Facebook Pixel. Facebook may use this data to serve targeted advertisements. For more information, see Facebook's privacy policy at <https://www.facebook.com/privacy/explanation>
  - **Google Ads:** Google collects data about your activity on the Youth Start website. Google may use this data to serve targeted advertisements. For more information, see Google's privacy policy at <https://policies.google.com/privacy>
  - **LinkedIn:** LinkedIn collects data about your activity on the Youth Start website through the LinkedIn Insight Tag. LinkedIn may use this data to serve targeted advertisements. For more information, see LinkedIn's privacy policy at <https://www.linkedin.com/legal/privacy-policy>

## Data Processing Agreements

Youth Start has entered into Data Processing Agreements with third-party cookie providers to ensure that they process your personal data in accordance with UK data protection laws.

## International Data Transfers

Some third-party cookie providers are located outside the United Kingdom. Where personal data is transferred outside the United Kingdom, Youth Start ensures that appropriate safeguards are in place, such as Standard Contractual Clauses or Binding Corporate Rules.

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## Cookie Retention and Deletion

### Retention Periods

Cookies are retained on your device for different periods depending on their type and purpose:

- **Session cookies:** Deleted when you close your web browser
- **Persistent cookies:** Retained for the period specified in the cookie settings (typically ranging from days to years)
- **Analytics cookies:** Typically retained for 26 months
- **Marketing cookies:** Typically retained for 12-24 months

### Automatic Deletion

Cookies are automatically deleted from your device after their retention period expires. However, you can manually delete cookies at any time using your web browser's cookie management tools.

### Cookie Renewal

If you have rejected non-essential cookies, those cookies will not be set on your device. However, if you later change your preferences and accept non-essential cookies, new cookies will be set on your device.

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## Updates to This Policy

Youth Start may update this Cookie Consent Management policy from time to time to reflect changes in cookie technology, legal requirements, or Youth Start's cookie practices.

If Youth Start makes material changes to this policy, Youth Start will notify you by displaying a prominent notice on the website or by sending you an email notification.

Your continued use of the website following the posting of revised policy means that you accept and agree to the changes.

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## Contact Information

If you have any questions about this Cookie Consent Management policy, or if you wish to exercise any of your rights regarding cookies, please contact Youth Start Limited using the following contact details:

### Youth Start Limited

Registered Office: 370 Osmaston Park Road, Derby, DE24 8FB

Email: [contact@youthstart.co.uk](mailto:contact@youthstart.co.uk)

Telephone: 07470435603

Website: [youthstart.co.uk](http://youthstart.co.uk)

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## Relationship with Other Policies

This Cookie Consent Management policy should be read in conjunction with the following policies:

- Privacy Policy
  - Cookies Policy
  - Website Use Policy
  - Third-Party Links Disclaimer
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## Acknowledgment

By using the Youth Start website, you acknowledge that you have read this Cookie Consent Management policy, understand it, and agree to Youth Start's use of cookies in accordance with this policy and your cookie preferences.

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**Last Updated:** 1 January 2026

**Next Review Date:** 1 January 2027