



Vita et Pax
PREPARATORY SCHOOL

Vita et Pax Preparatory School

Established 1936

Cookies and Tracking Notice

Policy Originator	Head Teacher / School Office (Data Protection Lead)
Approved by	Governing Body
Governor Responsible	Chair of Governors
Date Approved	23 May 2026
Status	Statutory (companion to the Privacy Notice)
Review Period	Annually, and whenever a new tag is added to the website

1. About this Notice

This Cookies and Tracking Notice explains the cookies, tags and similar technologies used on the Vita et Pax Preparatory School website at www.vitaetpax.co.uk. It is a companion to our main Privacy Notice and Data Protection Policy, which covers how we handle personal data more generally.

It is published in line with the Privacy and Electronic Communications Regulations 2003 (PECR), the UK GDPR and the ICO's Guidance on the Use of Cookies and Similar Technologies.

2. What Cookies and Tags Are

Cookies are small text files stored on your device by your browser. Similar technologies include pixels, local storage and tags such as Google's gtag.js. Some cookies are strictly necessary for the website to function; others are used for analytics, advertising or personalisation and require your consent.

3. Our Consent Approach (Google Consent Mode v2)

When you first visit www.vitaetpax.co.uk you are shown a cookie banner with three equally prominent options: Accept all, Reject all and Manage. The "Manage" option lets you choose, by category, which cookies you accept.

- Default state, before any choice is made: all non-essential cookies and advertising/analytics tags are denied (Google Consent Mode v2 "default deny").
- Tags such as Google Ads conversion tracking only fire if you actively grant consent.

- Your choice is recorded in your browser's local storage for up to 12 months.
- You can change or withdraw your choice at any time by clicking Cookie Settings in the website footer.

4. Cookies and Tags We Use

The following cookies and tags may be set on www.vitaetpax.co.uk:

Name	Provider	Purpose	Duration	Category
vep_consent	Vita et Pax (first-party)	Stores your cookie consent choices (granular per category)	Up to 12 months	Strictly necessary
__cf_bm / cf_clearance (if applicable)	Cloudflare / Fly.io	Bot management and basic site security	Session / up to 30 days	Strictly necessary
Google Consent Mode v2 signals	Google LLC (gtag.js)	Transmits your consent state to Google so that downstream tags respect your choice	Session	Strictly necessary (no advertising signal sent unless consent is granted)
_gcl_au	Google LLC (Google Ads)	Measures advertising performance — attributes a website visit or form submission back to a Google Ads click	Up to 90 days	Advertising (consent required)
gac*	Google LLC (Google Ads / Analytics)	Stores campaign-level attribution data for ad performance reporting	Up to 90 days	Advertising (consent required)
NID / IDE / test_cookie (set on third-party Google domains)	Google LLC	Set by Google when consent has been granted, for advertising measurement and fraud prevention	Up to 13 months	Advertising (consent required)
Jotform form-state cookies	Jotform Inc.	Set only on pages that embed a Jotform (e.g. admissions, trip forms) so that partially completed forms are not lost	Session	Functional (set on form-embedded pages only)
Stripe payment cookies	Stripe Inc.	Set only on payment pages to detect fraud and authorise payments	Session / up to 1 year	Strictly necessary on payment pages

We do not currently run Google Analytics 4 (GA4), Meta Pixel, TikTok Pixel, Microsoft Advertising (UET) or any social media tracking pixel on the website. If any of these are added in future, this notice will be updated before they go live and the cookie banner will require fresh consent.

5. Google Ads Conversion Tracking — Detail

Vita et Pax runs admissions marketing campaigns through Google Ads (customer ID 186-578-1537, managed under manager account 971-743-9166). To measure whether our advertising spend produces real enquiries we use Google Ads conversion tracking via gtag.js.

- Conversions are tracked only after explicit consent is granted via the cookie banner.
- We track the following conversion events: completion of an admissions enquiry form, completion of an open morning / tour booking form, and click-to-call on the header telephone number from a mobile device.
- We do not collect free-text content from forms for advertising purposes; only the fact that a conversion event occurred and basic Google-assigned identifiers.

- Personalised advertising features ("Customer Match" upload of parent contact lists) are not currently in use. If they are introduced, the Privacy Notice will be updated and explicit parent consent will be obtained.

6. Third-Party Processors and International Transfers

Where consent is granted, advertising and security data may be transferred outside the UK, most notably to Google LLC and Stripe Inc. in the United States. Transfers are protected by:

- The UK extension to the EU-US Data Privacy Framework (Google LLC and Stripe Inc. are certified under the Framework).
- Standard Contractual Clauses with the UK Information Commissioner's International Data Transfer Addendum, as a back-up safeguard.
- Technical measures including encryption in transit (TLS) and IP truncation/anonymisation where the provider supports it.

7. How to Withdraw or Change Your Consent

- Click Cookie Settings in the footer of www.vitaetpax.co.uk to re-open the banner and change your category choices at any time.
- Use your browser's privacy settings to block, delete or restrict cookies. Most browsers allow you to refuse third-party cookies entirely.
- On mobile devices, you can reset or limit the "Advertising Identifier" in your device's privacy settings.
- If you cannot resolve a concern with us, you can complain to the Information Commissioner's Office at ico.org.uk or on 0303 123 1113.

8. Cookies and Children

Our website is aimed at parents and prospective parents, not at children. We do not knowingly direct advertising at children. The advertising tags described above are configured to operate on a non-personalised basis where possible and are gated by consent in all cases.

9. Changes to this Notice

We review this notice annually and whenever a new tag or processor is added to the website. Material changes will be summarised on the cookie banner the next time you visit, and will trigger a fresh consent request where required by law.

10. Contact

For any question about cookies or tracking on our website, please contact our Data Protection Lead at dpo@vitaetpax.co.uk or write to the school office at 6a Priory Close, Green Road, Southgate, London N14 4AT.

Approved by: Governing Body of Vita et Pax Preparatory School

Date: 23 May 2026