Cookie Policy

March 2025

Information about our use of cookies

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. By continuing to browse the site, you are agreeing to our use of cookies.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.

- **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

- **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

- **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie	Name	Purpose	More Information
Session Cookie	AspNetCore.Session	Strictly necessary: Used to uniquely identify your session on the LMS site.	Expires after session is closed
Shopping Cart	YourShoppingCart, ShoppingCart	Strictly necessary: Stores your online	Expires after 7 days

Product Viewing History	ViewedItemsCookie	Functionality: Stores the three most recently-viewed products for ease of navigation on the 'Our Courses' page.	Expires after 1 month
Authentication	HstIdentity, idsrv.session	Functionality: Used to uniquely identify the user on the LMS site.	Expires after session is closed
Cookie Preferences	cookie-preferences	Functionality: Controls if performance and personalisation cookies can be used.	Expires after 1 year
Antiforgery	.AspNetCore.Antiforgery	Strictly necessary: Enables our web applications to confirm if user requests are legitimate and prevent fake requests from submission.	Expires after session is closed

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies. Whilst we endeavour to keep this list accurate, third parties may be subject to change and may not all be listed. We have no control over the expiry of third party cookies.

3rd Party	Purpose	More information
Wistia	Strictly necessary: Video on HST site homepage, helps to track where you were in the video in the case of connection interruption.	https://wistia.com/privacy
GA	Analytical: Used to understand how visitors interact with websites by collecting and reporting information anonymously.	https://policies.google.com/privacy

Google	Targeting: Used to make advertising messages more relevant to users. Also used to prevent the same ad from continuously re-appearing to the same users, ensuring that ads are properly displayed.	https://policies.google.com/privacy
Force 24	Analytical: Used to monitor website engagement originating from our marketing automation platform, to gain a better understanding of user viewing activities and areas of interest.	https://www.force24.co.uk/privacy/
Facebook	Targeting: Used to make advertising messages more relevant to users. Also used to prevent the same ad from continuously re-appearing to the same users, ensuring that ads are properly displayed.	https:://www.facebook.com/privacy/policy/
X	Targeting: Used to make advertising messages more relevant to users. Also used to prevent the same ad from continuously re-appearing to the same users, ensuring that ads are properly displayed	https://x.com/en/privacy
LinkedIn	Targeting: Used to make advertising messages more relevant to users. Also used to prevent the same ad from continuously re-appearing to the same users, ensuring that ads are properly displayed	https://www.linkedin.com/legal/privacy-policy
Reviews.co.uk	Analytical: Used by the content network, Cloudflare, to identify trusted web traffic.	https://www.reviews.co.uk/front/privacypolicy
Bing	Analytical: Used to determine	https://privacy.microsoft.com/

	the form of advertising that has generated purchases on our website.	en-gb/privacystatement
DoubleClick	Targeting: Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.	https://policies.google.com/technologies/ads
CrazyEgg	Performance: Used to report user behaviour on a page level to CrazyEgg so that we can improve our user experience.	https://www.crazyegg.com/cookies
TikTok	Targeting: Used to make advertising messages more relevant to users. Also used to prevent the same ad from continuously re-appearing to the same users, ensuring that ads are properly displayed	https://www.tiktok.com/legal/page/eea/privacy-policy/en
Paid on Results	Analytical: Used to monitor website engagement originating from affiliates. When you click through to our website from an affiliate, your browser redirects via Paid on Results which stores a cookie on your computer. The cookie stores tracking information so that your visit to our website, via an affiliate is recorded. Any subsequent purchase you then make during your visit to our website will result in Paid on Results crediting the affiliate with commission based on the value of your purchase.	https://www.paidonresults.com/privacy.html

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

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