

Cookie Policy of SSG Training and Consultancy

To find more information on California consumers and their privacy rights, Users may [read the privacy policy](#).

To find more information on Virginia consumers and their privacy rights, Users may [read the privacy policy](#).

To find more information on Colorado consumers and their privacy rights, Users may [read the privacy policy](#).

To find more information on Connecticut consumers and their privacy rights, Users may [read the privacy policy](#).

To find more information on Utah consumers and their privacy rights, Users may [read the privacy policy](#).

This document informs Users about the technologies that help SSG Training and Consultancy to achieve the purposes described below. Such technologies allow the Owner to access and store information (for example by using a Cookie) or use resources (for example by running a script) on a User's device as they interact with SSG Training and Consultancy.

For simplicity, all such technologies are defined as "Trackers" within this document – unless there is a reason to differentiate. For example, while Cookies can be used on both web and mobile browsers, it would be inaccurate to talk about Cookies in the context of mobile apps as they are a browser-based Tracker. For this reason, within this document, the term Cookies is only used where it is specifically meant to indicate that particular type of Tracker.

Some of the purposes for which Trackers are used may also require the User's consent. Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

SSG Training and Consultancy uses Trackers managed directly by the Owner (so-called "first-party" Trackers) and Trackers that enable services provided by a third-party (so-called "third-party" Trackers). Unless otherwise specified within this document, third-party providers may access the Trackers managed by them.

The validity and expiration periods of Cookies and other similar Trackers may vary depending on the lifetime set by the Owner or the relevant provider. Some of them expire upon termination of the User's browsing session.

In addition to what's specified in the descriptions within each of the categories below, Users may find more precise and updated information regarding lifetime specification as well as any other relevant information – such as the presence of other Trackers - in the linked privacy policies of the respective third-party providers or by contacting the Owner.

How SSG Training and Consultancy uses Trackers

Necessary

SSG Training and Consultancy uses so-called "technical" Cookies and other similar Trackers to carry out activities that are strictly necessary for the operation or delivery of the Service.

Trackers managed by third parties

Firestore Performance Monitoring (Google Ireland Limited)

Firestore Performance Monitoring is a monitoring service provided by Google Ireland Limited.

Personal Data processed: Trackers and various types of Data as specified in the privacy policy of the service.

Place of processing: Ireland – [Privacy Policy](#).

Functionality

SSG Training and Consultancy uses Trackers to enable basic interactions and functionalities, allowing Users to access selected features of the Service and facilitating the User's communication with the Owner.

Trackers managed by third parties

Olark Widget (Habla, Inc.)

The Olark Widget is a service for interacting with the Olark live chat platform provided by Habla, Inc.

Personal Data processed: Data communicated while using the service, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

Experience

SSG Training and Consultancy uses Trackers to improve the quality of the user experience and enable interactions with external content, networks and platforms.

Trackers managed by third parties

X Post Button and Social Widgets (X Corp.)

The X Post Button and Social Widgets are services allowing interaction with the X social network provided by X Corp.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

Trackers duration:

- personalization_id: 2 years

Font Awesome (Fonticons, Inc.)

Font Awesome is a typeface visualisation service provided by Fonticons, Inc. that allows SSG Training and Consultancy to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

Google Fonts (Google Ireland Limited)

Google Fonts is a typeface visualisation service provided by Google Ireland Limited that allows SSG Training and Consultancy to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

Place of processing: Ireland – [Privacy Policy](#).

OpenStreetMap Widget (OpenStreetMap Foundation)

OpenStreetMap Widget is a maps visualisation service provided by OpenStreetMap Foundation that allows SSG Training and Consultancy to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

Place of processing: United Kingdom – [Privacy Policy](#).

Measurement

SSG Training and Consultancy uses Trackers to measure traffic and analyze User behavior to improve the Service.

Trackers managed by third parties

Google Analytics (Universal Analytics) (Google Ireland Limited)

Google Analytics (Universal Analytics) is a web analysis service provided by Google Ireland Limited (“Google”). Google utilises the Data collected to track and examine the use of SSG Training and Consultancy, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualise and personalise the ads of its own advertising network.

In order to understand Google's use of Data, consult their [partner policy](#) and their [Business Data page](#).

Personal Data processed: Trackers and Usage Data.

Place of processing: Ireland – [Privacy Policy](#) – [Opt Out](#).

Trackers duration:

- AMP_TOKEN: 1 hour
- _ga: 2 years
- _gac*: 3 months
- _gat: 1 minute
- _gid: 1 day

Google Analytics for Firebase (for apps) (Google Ireland Limited)

Google Analytics for Firebase (for apps) or Firebase Analytics is an analytics service provided by Google Ireland Limited. **In order to understand Google's use of Data, consult [Google's partner policy](#).**

Firebase Analytics may share Data with other tools provided by Firebase, such as Crash Reporting, Authentication, Remote Config or Notifications. The User may check this privacy policy to find a detailed explanation about the other tools used by the Owner.

SSG Training and Consultancy uses identifiers for mobile devices and technologies similar to cookies to run the Firebase Analytics service.

Users may opt-out of certain Firebase features through applicable device settings, such as the device advertising settings for mobile phones or by following the instructions in other Firebase related sections of this privacy policy, if available.

Personal Data processed: Application opens, Application updates, device information, geography/region, In-app purchases, launches, number of sessions, number of Users, operating systems, session duration, Trackers, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example) and Usage Data.

Place of processing: Ireland – [Privacy Policy](#).

Google Analytics 4 (Google Ireland Limited)

Google Analytics 4 is a web analysis service provided by Google Ireland Limited (“Google”). Google utilizes the Data collected to track and examine the use of SSG Training and Consultancy, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualize and personalize the ads of its own advertising network. In Google Analytics 4, IP addresses are used at collection time and then discarded before Data is logged in any data center or server. Users can learn more by consulting [Google's official documentation](#).

In order to understand Google's use of Data, consult their [partner policy](#) and their [Business Data page](#).

Personal Data processed: number of Users, session statistics, Trackers and Usage Data.

Place of processing: Ireland – [Privacy Policy](#) – [Opt out](#).

Trackers duration:

- _ga: 2 years
- _ga_*: 2 years

Google Analytics Advertising Reporting Features (Google Ireland Limited)

Google Analytics on SSG Training and Consultancy has Advertising Reporting Features activated, which collects additional information from the DoubleClick cookie (web activity) and from device advertising IDs (app activity). It allows the Owner to analyse specific behaviour and interests Data (traffic Data and Users' ads interaction Data) and, if enabled, demographic Data (information about the age and gender).

Users can opt out of Google's use of cookies by visiting Google's [Ads Settings](#).

In order to understand Google's use of Data, consult their [partner policy](#) and their [Business Data page](#).

Personal Data processed: Trackers, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example) and various types of Data as specified in the privacy policy of the service.

Place of processing: Ireland – [Privacy Policy](#) – [Opt Out](#).

Trackers duration:

- IDE: 2 years
- _gcl_*: 3 months
- test_cookie: 15 minutes

Marketing

SSG Training and Consultancy uses Trackers to deliver personalised ads or marketing content, and to measure their performance.

Some of the advertising services used by the Owner adhere to the [IAB Transparency and Consent Framework](#), an initiative that facilitates responsible privacy practises across the digital advertising industry - providing Users with enhanced transparency and control over how their data are used for advertising tracking purposes. Users can customise their advertising preferences at any time by accessing the advertising preferences panel from within the cookie notice or via the relevant link on SSG Training and Consultancy.

SSG Training and Consultancy participates in the IAB Europe Transparency & Consent Framework and complies with its Specifications and Policies. SSG Training and Consultancy uses iubenda (identification number 123) as a Consent Management Platform.

Trackers managed by third parties

Google AdSense (Google Ireland Limited)

Google AdSense is an advertising service provided by Google Ireland Limited. This service uses the “DoubleClick” Cookie, which tracks use of SSG Training and Consultancy and User behavior concerning ads, products and services offered. Users may decide to disable all the DoubleClick Cookies by going to: [Google Ad Settings](#).

In order to understand Google's use of Data, consult their [partner policy](#) and their [Business Data page](#).

Personal Data processed: Trackers and Usage Data.

Place of processing: Ireland – [Privacy Policy](#) – [Opt Out](#).

Trackers duration:

- Conversion: 3 months
- DSID: 14 days
- FCNEC: 1 year
- FLC: 10 seconds
- FPAU: 3 months
- FPGCLAW: 3 months
- FPGCLDC: 3 months
- FPGCLGB: 3 months
- GCL_AW_P: 3 months
- GED_PLAYLIST_ACTIVITY: duration of the session
- IDE: 2 years
- NID: 6 months
- RUL: 1 year
- __gads: 2 years
- __gpi: 2 years
- __gpi_optout: 2 years
- __gsas: 2 years
- _gac_: 3 months
- _gac_gb_: 3 months
- _gcl_ag: 3 months
- _gcl_au: 3 months
- _gcl_aw: 3 months
- _gcl_dc: 3 months
- _gcl_gb: 3 months
- _gcl_gf: 3 months
- _gcl_gs: 3 months
- _gcl_ha: 3 months
- ar_debug: 3 months
- id: 2 years
- receive-cookie-deprecation: 6 months
- test_cookie: 15 minutes

Information about Google Ads Enhanced Conversions and Customer Match

If you provide consent to Advertising technologies, we may use Google Ads features such as Enhanced Conversions and Customer Match. For Enhanced Conversions, hashed identifiers derived from information you submit (e.g., email, phone or address) are sent to Google using one-way SHA-256 in order to measure ad conversions; unmatched data is discarded. For Customer Match, we may use your contact details to create or update advertising audiences, which allows us to show or exclude ads across Google properties. When doing so, we communicate your consent status (ad_user_data and ad_personalization) as required by Google. These features are only activated after you have granted the relevant consent and you can withdraw this at

any time through the Cookie settings. Google processes uploaded identifiers as our processor under its customer data terms and the EU User Consent Policy, but may also act as an independent controller for some advertising uses (see Google's policies). We do not upload data relating to children under 13 or sensitive categories. Customer Match audiences automatically expire after 540 days unless refreshed. Where processing occurs outside the UK/EEA, appropriate safeguards apply, such as Google's standard contractual clauses.

Intercom (Intercom Software UK Limited)

Intercom is an AI assistant platform provided by Intercom Software UK Limited that enhances the capabilities of the support and communication channels available on SSG Training and Consultancy by making use of artificial intelligence techniques.

Personal Data processed: email address, Trackers, Universally unique identifier (UUID), Usage Data and various types of Data as specified in the privacy policy of the service.

Place of processing: United Kingdom – [Privacy Policy](#).

Trackers duration:

- intercom-id-*: 10 months
- intercom-session-*: 7 days
- intercom-test: indefinite

How to manage preferences on SSG Training and Consultancy

Users can set or update their preferences via the relevant privacy choices panel available on SSG Training and Consultancy.

With regard to any third-party Trackers, Users can manage their preferences via the related opt-out link (where provided), by using the means indicated in the third party's privacy policy, or by contacting the third party.

How to control or delete Cookies and similar technologies via your device settings

Users may use their own browser settings to:

- See what Cookies or other similar technologies have been set on the device;
- Block Cookies or similar technologies;
- Clear Cookies or similar technologies from the browser.

The browser settings, however, do not allow granular control of consent by category.

Users can, for example, find information about how to manage Cookies in the most commonly used browsers at the following addresses:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Apple Safari](#)
- [Microsoft Internet Explorer](#)
- [Microsoft Edge](#)
- [Brave](#)
- [Opera](#)

Users may also manage certain categories of Trackers used on mobile apps by opting out through relevant device settings such as the device advertising settings for mobile devices, or tracking settings in general (Users may open the device settings and look for the relevant setting).

How to opt out of interest-based advertising

Notwithstanding the above, Users may follow the instructions provided by [YourOnlineChoices](#) (EU), the [Network Advertising Initiative](#) (US) and the [Digital Advertising Alliance](#) (US), [DAAC](#) (Canada), [DDAI](#) (Japan) or other similar services. Such initiatives allow Users to select their tracking preferences for most of the advertising tools. The Owner thus recommends that Users make use of these resources in addition to the information provided in this document.

The Digital Advertising Alliance offers an application called [AppChoices](#) that helps Users to control interest-based advertising on mobile apps.

Consequences of denying consent

Users are free to decide whether or not to grant consent. However, please note that Trackers help SSG Training and Consultancy to provide a better experience and advanced functionalities to Users (in line with the purposes outlined in this document).

Therefore, in the absence of the User's consent, the Owner may be unable to provide related features.

Owner and Data Controller

SSG Training and Consultancy Ltd
Sigma House,
Oak View Close
Edginswell Park, Torquay, Devon
TQ2 7FF

Owner contact email: info@ssg.co.uk

Since the use of third-party Trackers through SSG Training and Consultancy cannot be fully controlled by the Owner, any specific references to third-party Trackers are to be considered indicative. In order to obtain complete information, Users are kindly requested to consult the privacy policies of the respective third-party services listed in this document.

Given the objective complexity surrounding tracking technologies, Users are encouraged to contact the Owner should they wish to receive any further information on the use of such technologies by SSG Training and Consultancy.

Definitions and legal references

Personal Data (or Data)

Any information that directly, indirectly, or in connection with other information — including a personal identification number — allows for the identification or identifiability of a natural person.

Usage Data

Information collected automatically through SSG Training and Consultancy (or third-party services employed in SSG Training and Consultancy), which can include: the IP addresses or domain names of the computers utilised by the Users who use SSG Training and Consultancy, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilised to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the server's answer (successful outcome, error, etc.), the country of origin, the features of the browser and the operating system utilised by the User, the various time details per visit (e.g., the time spent on each page within the Application) and the details about the path followed within the Application with special reference to the sequence of pages visited, and other parameters about the device operating system and/or the User's IT environment.

User

The individual using SSG Training and Consultancy who, unless otherwise specified, coincides with the Data Subject.

Data Subject

The natural person to whom the Personal Data refers.

Data Processor (or Processor)

The natural or legal person, public authority, agency or other body which processes Personal Data on behalf of the Controller, as described in this privacy policy.

Data Controller (or Owner)

The natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of Personal Data, including the security measures concerning the operation and use of SSG Training and Consultancy. The Data Controller, unless otherwise specified, is the Owner of SSG Training and Consultancy.

SSG Training and Consultancy (or this Application)

The means by which the Personal Data of the User is collected and processed.

Service

The service provided by SSG Training and Consultancy as described in the relative terms (if available) and on this site/application.

European Union (or EU)

Unless otherwise specified, all references made within this document to the European Union include all current member states to the European Union and the European Economic Area.

Cookie

Cookies are Trackers consisting of small sets of data stored in the User's browser.

Tracker

Tracker indicates any technology - e.g Cookies, unique identifiers, web beacons, embedded scripts, e-tags and fingerprinting - that enables the tracking of Users, for example by accessing or storing information on the User's device.

Legal information

This privacy statement has been prepared based on provisions of multiple legislations.

This privacy policy relates solely to SSG Training and Consultancy, if not stated otherwise within this document.

Latest update: 26 August 2025