

AuPairBureau.com Cookie Policy

AuPairBureau.com ("The Platform")

Effective Date: 13 November 2025

This policy explains what cookies are, how we use them on our Platform, and your choices regarding their use. It is designed to comply with UK and EU regulations, including the Privacy and Electronic Communications Regulations (PECR) and the General Data Protection Regulation (GDPR).

1. What Are Cookies?

A cookie is a small text file that a website saves on your computer or mobile device when you visit the site. It enables the website to remember your actions and preferences (such as login, language, or font size) over a period of time, so you don't have to keep re-entering them whenever you come back to the site or browse from one page to another.

2. How We Use Cookies

We use cookies to:

- Make our Platform work, for example, by keeping you logged in.
- Protect your account and our Platform from fraudulent activity.
- Understand how you use our Platform so we can improve your experience.
- Offer you relevant advertising and measure the performance of our marketing.
- Integrate third-party services, like embedded videos, to enhance functionality.

3. Categories of Cookies We Use

We classify our cookies into two categories, which you will see in our cookie consent banner.

3.1. Strictly Necessary Cookies

These cookies are essential for the core operation of our Platform. They do not require your consent and are loaded automatically. You cannot use our Platform without them.

They include, for example, cookies that:

- Keep you securely logged in to your account.
- Remember your privacy preferences and cookie consent choices.
- Help protect our Platform from security threats (e.g., cross-site request forgery).

- Balance our server load to ensure the site remains fast and available.

3.2. Optional Cookies (Require Your Consent)

These cookies are only placed on your device if you give us your explicit consent via our cookie consent banner. You can withdraw your consent at any time.

Analytical & Performance Cookies

These cookies help us understand how you and other users interact with our Platform. The information is aggregated and anonymous, and we use it to improve our service.

- **Google Analytics:** Helps us count visitors, see which pages are popular, and understand how users find our site.
- **Hotjar:** Helps us understand how users click and scroll on pages, allowing us to identify and fix areas of confusion.

Marketing & Advertising Cookies

These cookies are used to make advertising messages more relevant to you. They track your visit to our site, which we may share with third parties to show you relevant advertisements on other websites.

- **Google Ads:** Measures the effectiveness of our advertising campaigns and allows us to show you ads on other sites.
- **Facebook Pixel (Meta Pixel):** Allows us to measure ad conversions and build advertising audiences for Facebook and Instagram.
- **Bing Pixel (Microsoft Advertising):** Allows us to measure ad conversions and build advertising audiences for the Microsoft ad network.

Third-Party Content & Functionality

These cookies are set by external services whose functionality we integrate into our Platform.

- **YouTube (Google):** We may embed videos from YouTube. If you play these videos, YouTube will set its own cookies for advertising and analytics purposes.

4. Your Choices and How to Manage Cookies

4.1. Our Cookie Consent Tool

When you first visit our Platform, you will be shown a cookie consent banner. You can use this tool to "Accept All" cookies or "Reject All" optional cookies. We will remember your choice for your next visit.

4.2. Withdrawing Your Consent

You can change your mind and withdraw your consent at any time. The easiest way to do this is by clicking the **"Cookie Settings"** link, which is available in the footer of every page on our website.

4.3. Browser Settings

You can also refuse or delete cookies by adjusting your web browser settings. Please note that if you delete cookies or refuse to accept them, you might not be able to use all of the features we offer, you may not be able to store your preferences, and some of our pages might not display properly.

5. Changes to This Policy

We may update this Cookie Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. If we make significant changes, we will notify you, for example, by re-displaying the cookie consent banner.

6. How to Contact Us

If you have any questions about this Cookie Policy or our use of cookies, please contact us via our official contact form at: aupairbureau.com/contact