

Cookie Policy

Effective Date: June 2025

At Gen2, we are committed to protecting your privacy and ensuring transparency regarding our use of cookies on our website <https://gen2.ac.uk/>. This Cookie Policy explains what cookies are, how we use them, and how you can manage your cookie preferences.

What Are Cookies?

Cookies are small text files placed on your device when you visit a website. They help enhance your browsing experience by remembering your preferences and enabling certain functionalities.

Types of Cookies We Use

We use the following categories of cookies on our website:

- **Essential Cookies:** Necessary for the basic functioning of the website, such as security and accessibility features.
- **Performance Cookies:** Collect information about how visitors use our site to improve its performance.
- **Functional Cookies:** Remember your preferences to provide a more personalised experience.
- **Targeting/Advertising Cookies:** Used to deliver relevant advertisements and measure the effectiveness of our marketing campaigns.

Lead Forensics and Cookie Usage

As part of our efforts to understand and improve our website's performance, we utilise Lead Forensics, a B2B sales and marketing tool. Lead Forensics helps us identify businesses visiting our site by analysing IP addresses and other non-personally identifiable information. This information assists us in tailoring our content and outreach efforts.

Lead Forensics may place a persistent first-party cookie named Ifuuid on your device. This cookie is a unique identifier that helps recognise returning visitors and attributes their activity to a specific session. The cookie expires after one year.

For more detailed information on how Lead Forensics uses cookies and handles data, please refer to their Cookie Policy and Privacy Policy.

Managing Your Cookie Preferences

Upon your first visit to our website, you will be presented with a cookie consent banner. You can choose to accept or decline the use of non-essential cookies. If you initially accept cookies and later wish to change your preferences, you can do so by clicking on the "Cookie Settings" link available at the bottom of our website.

Additionally, most web browsers allow you to control cookies through their settings. You can set your browser to refuse cookies, delete existing cookies, or alert you when cookies are being sent. Please note that disabling cookies may impact your experience on our website.

Your Rights and Contact Information

For more information on how we handle your personal data and your rights under data protection laws, please refer to our [Privacy Notice](#).

If you have any questions or concerns about our use of cookies or data processing practices, please contact us at:

Email: info@gen2.ac.uk