

Privacy & Cookies Policy

Last Updated: 15/03/2026

1. Introduction

This website is operated by **Rowland School of Motoring**. While our driving tuition services are provided exclusively within the United Kingdom, we welcome website visitors from around the world. We are committed to protecting your privacy and ensuring a secure experience for all users, regardless of their location.

We aim to follow high privacy standards, including the principles of the **UK/EU GDPR**, the **Data (Use and Access) Act 2025** and other international privacy frameworks. We only collect the minimum amount of data necessary to enable website and business function.

2. What are Cookies?

Cookies are small text files placed on your device by a website, and retrieved on subsequent visits. This website uses two categories of cookie:

Strictly Necessary: These cookies are essential for the website to function or to remember your privacy preferences. Under UK law (PECR), strictly necessary cookies do not require your prior consent.

Analytics (with your consent): These cookies help us understand how visitors use the site. They are only set if you actively accept them via the cookie banner. You can withdraw consent at any time by clicking “Manage preferences” in the cookie banner.

3. Cookies We Use

Cookie Name	Purpose	Duration
Strictly Necessary — always active, no consent required		
PHPSESSID	PHP session identifier — maintains your connection to the server while you browse. Contains no personal data.	Session
cc_cookie	Stores your cookie consent preferences (which categories you have accepted or rejected). Set by the cookie consent banner on this website. Provider: rowlandschoolofmotoring.co.uk.	6 months

Cookie Name	Purpose	Duration
Analytics — only set with your consent (Google Analytics 4)		
_ga	Google Analytics 4 — distinguishes unique visitors across sessions. All data is anonymous and aggregated. Provider: Google Ireland Ltd.	2 years
ga*	Google Analytics 4 — stores and counts page views for this GA4 property. Provider: Google Ireland Ltd.	2 years

3b. Managing Your Cookie Preferences

When you first visit the site, a cookie banner will appear offering you the choice to accept or reject analytics cookies. Your preference is stored for six months in the `cc_cookie` cookie. You can change your choice at any time by clicking the **Manage preferences** link in the cookie banner, which can be re-opened via the footer of any page. After six months your consent will expire and the banner will reappear.

3c. Third-Party Services

Google Fonts: This site loads web fonts from Google Fonts (fonts.googleapis.com). No cookies are set by this service; however, your IP address is transmitted to Google's servers as part of the font delivery request. Google's privacy policy is available at policies.google.com/privacy. This request is necessary for the correct visual display of the site and does not require separate consent under current ICO guidance.

Google Analytics 4 (GA4): If you accept analytics cookies, we use Google Analytics 4 to collect anonymous, aggregated data about how visitors use the site (pages viewed, session duration, general geographic region). No personally identifiable information is collected. GA4 is configured with Google Consent Mode V2; it will not set any cookies or collect any data unless you have actively consented. Data is processed by Google Ireland Ltd under their Data Processing Agreement. Google's privacy policy: policies.google.com/privacy.

4. Personal Data We Collect

We only collect data that is necessary to provide our services or respond to inquiries:

- **Inquiry Data:** Name, email, and phone number provided via our contact forms.

- **Student Records:** For UK-based students, we collect provisional license details and address information required for DVSA test booking and lesson management.
- **Security Logs:** Our server logs **IP addresses** for security purposes to prevent malicious activity and spam.

5. International Data Standards

We aim to uphold high data protection standards globally, including the principles of the **UK/EU GDPR**.

- **No Sale of Data:** we never sell, rent, or trade your personal information to third parties.
- **Data Storage:** Our website is hosted on secure servers located in the **United Kingdom**. By using our site, international visitors acknowledge that their data will be processed in the UK.

6. Your Rights

Regardless of where you reside, we respect your data rights. As per UK standards, you have the right to:

- **Access:** Request a copy of the data we hold about you.
- **Rectification:** Ask us to correct any inaccurate information.
- **Erasure:** Request that we delete your account and personal data.
- **Complain:** If you have concerns, you can contact the **Information Commissioner's Office (ICO)** at www.ico.org.uk.

7. Contact Us

If you have any questions regarding your data, please contact the Administrator at: **privacy@rowlandschoolofmotoring.co.uk**.