

Cookies policy

This Cookies Policy explains in detail how we use cookies and similar technologies in the Association of Certified Digital Accounting Professionals (ACDAP). The use of cookies helps us in providing and optimising a better browsing experience, optimising services offered, and in getting your interaction personalised. Your use of these web pages implies your acceptance of cookies under the terms of this policy.

Cookies are small pieces of data that websites save on your devices, like a computer, smartphone, or tablet. They serve various functions, including storing your preferences and improving your website functionality, analysing website performance, and generally improving customer service. Cookies do not contain personal information that identifies you directly, but they do help us track your interaction with our site.

Types of cookies we use

We separately use the following types of cookies to enhance our website's performance.

Essential cookies

We use these cookies for basic site functionality, like securely logging in, managing sessions, and navigating. However, unless we use the cookies mentioned above, our website will not function properly, and certain features on our site may not be available to you.

Performance cookies gather information about how visitors use a website. Things like how long visitors are on a web page and if it has been displayed error messages help website owners understand how visitors interact with websites. They count the number of visitors and tell us such things as which pages are most popular, how visitors move around our site, and if they receive error messages from website pages.

Based on these insights, we can consistently improve our website. For example, we use Google Analytics for assessment and improvement.

Functional cookies

Functional cookies remember user preferences and settings, such as chosen language, region, or display options. We use these types of cookies to present content in a more personalised manner, tailoring it to your preferences and choices learned from the last visit.

These cookies, also known as advertising cookies, targeting cookies target to display advertisements that are relevant to you and have been specifically tailored to your interests and browsing behaviour.

Advertising cookies remember what you have been browsing online and use this information to create various types of profiles by collecting your browsing information from different visited websites all over the internet. They may be utilised by various third-party advertising networks to display specially focused adverts to you. They help to limit the number of times you see the same ad and also to measure the effectiveness of an advertising campaign.

Third-party cookies

We also work with third-party service providers who may set cookies on your device when you interact with their content on our website.

- **Google Analytics:** We utilise Google Analytics. It helps us gather information about how visitors use our website. Google Analytics cookies help us analyse website traffic and user behaviour. For more information on how Google Analytics uses data, please visit the Google Privacy Policy.
- **Social media platforms:** We may include social media sharing buttons or plugins from Facebook, Twitter, LinkedIn, Pinterest, and Instagram. These sites and services may set cookies on your device, enabling you to receive tailored content across our sites. You can find further information in their respective privacy policies regarding how these cookies are used.

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Ph: +44 (0) 020 8146 9696 www.acdap.org

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We may also use advertising networks that serve targeted ads based on your surfing history and interests. These networks use cookies to track your interactions with ads and measure their effectiveness.

How we use cookies

Enhancing user experience

Cookies remember information that changes how our site appears or functions so that you don't have to enter it every time. For instance, we cannot forget your login details or the content you've previously viewed.

Performance cookies

In particular, by using data generated from Performance cookies, we can identify and fix problems impacting website services while adhering to the website's terms of use. This enables us to optimise our site to meet your needs most effectively.

Targeting cookies

These cookies are placed on our website, and your visited pages are recorded. Also, it records the links you have followed. We will utilise this information to make our website and the advertising more relevant to your interests. This is to ensure that you receive relevant content.

Analysis of website usage

We use cookies to monitor user interactions with our website, including traffic data and user behaviour. We use this information to understand how to develop and improve our site further.

Managing and controlling cookies

Cookies are managed from your web browser settings. Most browsers will allow you to view cookies, delete them, or even block them. To learn exactly how to manage your cookies, go to your browser's help section or click these links: [Chrome](#), [Firefox](#), [Safari](#), or [Edge](#).

The fact is, if you disable cookies, it affects our website functionality and your ability to use it. For the record, you will still be able to access our site, but with limited functionality.

Changes to this cookie policy

We may update our Cookies policy from time to time due to changes in technology, legal requirements, or how we operate. Any significant changes will be shared. It will also include the date of the latest revision noted at the top. We appreciate you regularly reviewing our policy on how we use cookies.

Contact Us

We will assist you promptly if you have any queries about our Cookies policy. Please contact us:

- Email: contact@acdap.org
- Address: 1 Concord Business Centre, Concord Road, London, W3 0TJ
- Phone: 020 8146 9696

Thank you for reading our Cookies policy. Your privacy and online experience matter to us, and thus, we strive to be as transparent as possible regarding our use of cookies on this website.



Salman Khan
Chief Executive Officer

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