

Cookies and Tracking Policy – Z-SCHOOL

Last updated: March 2026

1. Introduction

1.1. Welcome to the website, application, and related interfaces of Z-School Ltd., Israeli private company registration no. 558432274 (collectively, the “Services”, “Z-SCHOOL” or “We”).

1.2. This Cookies and Tracking Policy (the “Cookies Policy”) explains how Z-SCHOOL uses cookies and similar technologies on its website, mobile application, and related interfaces.

1.3. This Cookies Policy should be read together with our Privacy Policy, which explains how we process personal data more broadly, including information relating to international data transfers, data subject rights, retention of personal data, and other privacy-related matters.

1.4. Terms used in this Cookies Policy shall bear the meanings given to them in the Terms of Use and the Privacy Policy, unless otherwise defined herein.

1.5. For questions regarding the use of cookies or similar technologies, please contact us at: [**contact@z-school.co.il**](mailto:contact@z-school.co.il)

2. What Are Cookies and Similar Technologies?

2.1. For the purposes of this Cookies Policy, “Cookies and Similar Technologies” means cookies, pixels, tags, scripts, SDKs, local storage, embedded tools, device identifiers, and similar technologies that may be placed, stored, accessed, or used on a user’s device or browser when accessing or interacting with the Services.

2.2. On the Website, cookies are small text files that are placed and stored on a user’s device when accessing or interacting with the Services. Cookies help recognize a user’s browser or device, facilitate authentication, preserve user preferences, support technical functionality, and allow the collection of information relating to system performance and usage.

2.3. In the App, similar functions may be performed through SDKs, mobile identifiers, local storage, or similar technologies rather than browser cookies.

2.4. Cookies may be session-based or persistent, and may be first-party or third-party depending on whether they are set directly by Z-SCHOOL or by an external provider.

3. Categories of Cookies and Similar Technologies We Use

3.1. Strictly Necessary Cookies and Technologies.

These are essential for the operation, security, and core functionality of the Services, including authentication, session management, fraud prevention, bot detection, abuse prevention, and system integrity. Without such cookies, certain features of the Services cannot be provided. Strictly necessary cookies are processed on the basis of Z-School's legitimate interest in ensuring secure and functional service delivery and do not require prior consent where permitted under applicable law.

3.2. Functional Cookies and Technologies.

These enable enhanced features and personalization, such as language selection, accessibility settings, interface customization, embedded media support, and customer support continuity.

3.3. Analytics Cookies and Technologies.

These help us understand how the Services are used, including traffic patterns, page or screen interactions, performance monitoring, error detection, session analytics, and service improvement.

3.4. Marketing, Targeted Advertising, and Behavioral Advertising Cookies and Technologies.

These may be used to measure campaign performance, understand interactions with content or advertisements, support retargeting, audience segmentation, attribution, conversion tracking, and, where applicable, deliver advertisements or content based on browsing activity, inferred interests, or interactions over time across websites, applications, or services.

3.5. Social Media and Content-Sharing Technologies.

Some cookies and similar technologies support social media integration, embedded content, content sharing, referral tracking, and interaction with third-party content or platforms.

4. Consent and Managing Preferences

4.1. Where required by applicable law, non-essential cookies and similar technologies are deployed only after the user has provided consent through the consent mechanism made available on the Services.

4.2. When you first access the Services, and where required when our tracking practices materially change, you will be informed about the use of cookies and similar technologies and will be given the option to accept, reject, or manage non-essential technologies.

4.3. Users may withdraw, modify, or manage their preferences at any time through the cookie or privacy settings interface accessible via the Services.

4.4. On the Website, users may also manage or delete cookies through their browser settings. On the App, certain settings may also be managed through device-level permissions, operating-system privacy controls, or in-app settings, where available.

4.5. Blocking or disabling certain cookies or similar technologies may impair the functionality, availability, or performance of certain features of the Services.

5. Cookie and Similar Technologies Table

For your convenience, the table below summarizes cookies and similar technologies identified in connection with the Services, together with their likely providers, typical functions, and commonly observed or documented retention periods.

Cookie name	Vendor / provider	Description of purpose	Retention period
MOODLETENANT1_	Moodle / site operator	Stores the last tenant associated with the user and supports the Moodle multi-tenant environment, so the correct tenant login page or tenant context is shown on a later visit.	2 months
MoodleSession	Moodle / site operator	Maintains the user's logged-in session and page-to-page continuity within Moodle.	Session
NID	Google	Stores user preferences and other information, such as language, SafeSearch, and search-result preferences; it may also be used for personalization of Google services for signed-out users.	6 months
__Secure-3PAPISID	Google	Used by Google to help build a profile of user interests and support personalization and advertising where Google services are embedded or used across third-party contexts.	Up to 2 years
__Secure-3PSID	Google	Used by Google for personalization, security, and advertising-related functions, including helping deliver more relevant content or ads across services.	Up to 2 years
__Secure-3PSIDCC	Google	Used for security purposes, including protecting user data, preventing fraud and abuse, and helping maintain session integrity.	1 year
__Host-3PLSID	Google	Used to maintain Google account session integrity, login state, and security where Google account services are used or embedded.	Up to 2 years

5.1. The exact set of cookies and similar technologies placed on a device may vary depending on the page visited, login method, browser or device used, embedded content, third-party integrations, consent choices, and whether the Website or App is accessed.

5.2. Some entries may reflect third-party services or browser-context technologies identified while using the Services.

5.3. To the extent the App uses non-browser technologies, such technologies may not appear in the same way as website cookies, but they remain covered by this Cookies Policy.

5.4. Retention periods shown above are based on commonly observed durations or provider documentation where available and should be verified against the live consent management platform, tag manager, SDK inventory, or browser/network audit for the relevant environment.

5.5. The categories shown in the cookie banner, preference center, or similar settings interface on the Services govern the user-facing classification and management of cookies and similar technologies.

6. Do Not Track, Global Privacy Control, and Advertising Choices

6.1. Some browsers and devices offer privacy settings that allow users to limit or block certain cookies or similar technologies. Users may also manage cookies through browser settings and, where applicable, through device-level or in-app privacy controls.

6.2. Marketing, targeted advertising, and behavioral advertising cookies or similar technologies may be used to understand user interactions, browsing activity, preferences, and device or browser identifiers over time in order to support advertising measurement, audience segmentation, retargeting, conversion tracking, and, where applicable, the delivery of more relevant advertisements or content based on user behavior or inferred interests.

6.3. Some browsers offer a “Do Not Track” setting. Because there is no single uniform industry standard governing Do Not Track signals, the Services may not respond to such signals in all cases unless required by applicable law.

6.4. Where required under applicable U.S. state privacy laws, including California law, Z-SCHOOL recognizes **Global Privacy Control (GPC)** signals as a valid request to opt out of cookie-based or similar tracking-based processing that may constitute “sale,” “sharing,” or processing for targeted advertising under such laws, to the extent technically applicable to the relevant environment.

6.5. Users who wish to opt out of certain forms of interest-based or behavioral advertising may also use industry opt-out tools made available by third parties, such as those offered by the

Digital Advertising Alliance (DAA), the Digital Advertising Alliance of Canada (DAAC), and the European Interactive Digital Advertising Alliance (EDAA), where relevant. These tools are operated by third parties and are separate from Z-SCHOOL's own cookie preference controls.

7. Retention

7.1. Cookies and Similar Technologies are retained only for as long as necessary to fulfill their intended purpose.

7.2. Session cookies expire automatically at the end of the browsing session.

7.3. Persistent cookies remain on the user's device for the duration specified in the table above, unless deleted earlier by the user through browser or device settings.

7.4. Where similar technologies are used in the App or other non-browser environments, retention may depend on the relevant technology, device, operating system, provider configuration, and user settings.

8. International Processing

8.1. Some third-party providers that set cookies or provide similar technologies may process information outside your country of residence.

8.2. Further information regarding international data transfers and applicable safeguards is available in the Privacy Policy.

9. Changes to this Policy

9.1. Z-SCHOOL reserves the right to amend, modify, or update this Cookies Policy from time to time in order to reflect changes in applicable law, regulatory guidance, technological developments, or the implementation of new tracking technologies or operational practices.

9.2. Where such amendments materially affect the manner in which cookies or similar technologies are deployed or processed, Z-SCHOOL shall provide appropriate notice to users, including by publication of an updated version on the Services and, where required by applicable law, by obtaining renewed consent prior to the activation of newly introduced non-essential technologies.

9.3. The updated Cookies Policy shall become effective as of the date indicated therein.

10. Contact Us

10.1. For questions relating to cookies, similar technologies, or data protection matters, please contact us at: [**contact@z-school.co.il**](mailto:contact@z-school.co.il)