Cookie Policy

What Are Cookies?

A cookie is a small text file that is placed and stored on your computer, mobile or other device by websites that you visit. Cookies are widely used in order to make websites work, or work more efficiently, and also to provide information on visitor behaviour to the website owner. For further information on the use of cookies visit **www.aboutcookies.org** or **www.allaboutcookies.org**.

Session Cookies

These are temporary cookies that remain in the cookie file of your device's browser until you close the browser. They can enable certain site functionality and are also used by the server to store/remember information about user web page activities so user information can be stored throughout an online web process e.g. to allow information to be carried across pages of a website to avoid having to re-enter information.

Persistent Cookies

These are cookies that remain in the cookie file of your browser for much longer (how long depends on the lifetime of the specific cookie). Generally speaking, persistent cookies can be used to track website visits, including returning and unique visitors, and to monitor how people interact with a website. They can also be used to help arrange content to match a user's preferred interests/preferences more quickly e.g. language settings, however, these cookies cannot be used by themselves to identify you.

Persistent Cookies

We use cookies for a number of reasons, including:

- Enabling users to obtain quotes from our website (session cookie);
- Ensuring the security of our customers (session cookie);
- Making possible certain site functionality (session cookie); and
- Website traffic and visitor behaviour tracking (persistent cookie).
- Assisting in evaluating and refining the targeting and personalisation of our online marketing campaigns by collecting anonymous data about our visitors and their website use (persistent cookie)

The session cookies that we use are strictly necessary for the website to operate and are essential to make possible certain site functionality, including obtaining a quote and also to protect the security of our customers. You must have session cookies enabled if you wish to get a quote online or access any areas of the website reserved for registered users. Session cookies do not hold personal information.

The persistent cookies used on this website help us to improve the user experience of the site by giving us an insight into how it is being used. These include Google Analytics cookies, which are used to compile anonymous, aggregated statistics that allow us to understand how users use our website and to help us improve the site structure. You can remove persistent cookies by following the directions provided in your internet browser's 'help' file.

What Cookies Do We Use And Why?

COOKIE NAME	COOKIE PURPOSE
JSESSIONID	This cookie is necessary to ensure the functionality of our website quote engine. This cookie is used to maintain a user's session and to allow data to be passed between different online web pages within the quote engine. This cookie exists only for the duration of the user's session. Users must have the session ID cookie enabled if they wish to get a quote from us online.
GOOGLE ANALYTICS (ga, gat, gid)	These are persistent cookies and as such last longer than the user's session. These cookies are performance cookies and are used as part of our web analytics activity to monitor traffic and compile reporting about how users are using our websites. The cookies are used to capture anonymous data about a user's journey around our website and the information is aggregated in order to allow us to analyse trends and to make improvements to our website. The different cookies are designed to do the following: - keep track of the number of times a visitor has been to our website, when their first visit was and when their last visit occurred; - calculate how long a visit takes (in this instance 1 cookie will expire at the end of the session, while the other waits 30 minutes and then it expires, this time lag is required to ensure that no further page view activity occurs); - to track where the visitor came from e.g. what search engine was used, what link was clicked on, what keyword was used and where in the world the user accessed our website from.

COOKIE NAME	COOKIE PURPOSE
Session Cam	1st party permanent cookie, set for 1 year, used to identify an individual unique user The SessionCam reporting console includes the ability to re-sort recorded sessions by unique user. This aggregates multiple visits from the same, unique user over a selected date/time range. This cookie is used to enable this report. The cookie name is "sc.UserId". 1st party session-expiry cookie used to store the recording status through the user's session This cookie is set on the first load of SessionCam to store whether Session-Cam is to record the session or not. The cookie also stores data for whether ServiceTick web surveys are configured to launch for this hostname. The cookie name is "sc.Status". 1st party session-expiry cookie used to identify the individual user session. A recording showing multiple pages visited during a user's unique visit to a web site is stitched together using details provided by this cookie. The cookie name is "sc.ASP_NET_SESSIONID". 3rd party inert session cookie only used when a visitor goes across multiple domain names belonging to the same client within a single visit. This cookie is only activated in this specific situation as some of our clients have web sites where the content and functionality is distributed across multiple domain names. This cookie enables the SessionCam reporting console to maintain a view of that user's session across multiple domain names.
Qualaroo: Cookies with names beginning "ki_"	We use Qualaroo for surveys regarding the website quality. Qualaroo cookies contain no personal info. For more info about cookies from Qualaroo, we refer to **https://qualaroo.com/privacy-policy/.**
Facebook conversion pixel	Conversion tracking enables us to measure the number of Facebook users that perform a desired action after viewing and engaging with our advertisements on Facebook.
OMGSession	This is a cookie generated by Optimised Media, it holds a browser-specific anonymous unique identifier which enables Optimised Media to track conversions after clicking on a cashback or affiliate link.
Stripe (stripe_mid, stripe_sid, m, nsr)	Financial transactions are handled through our payment services provider, Stripe. More information can be found at **https://stripe.com/gb/privacy**

COOKIE NAME	COOKIE PURPOSE
PHPSESSID	This is a session cookie generated by PHP, a technology we use to code our websites. This cookie is necessary to enable the pass through of referral website information and ensures the accurate payment of our partner websites. In terms of this referral information this is stored against a user's customer record within our quote database at the point where the user ticks to confirm that they have read our Privacy and Security Policy.
MAXYMISER (mmcore.pd, mmcore.srv, mmcore.tst)	These cookies allow us to serve and test different versions of web pages to different users and tracks user behaviours from these tests.
Crazy Egg is_returning	The Crazy Egg cookie allows us to obtain information regarding how visitors interact with our website. We can then evaluate the online customer experience and where necessary make changes to provide a better user experience for our customers. The type of information collected will include information about how visitors navigate around our website and the most commonly clicked links on a specific web page, for example. This will not contain any personally identifiable information such as your name, phone and email address. More information can be found here: **http://www.crazyegg.com/privacy.**
Google Doubleclick _gads	We have enabled Google Analytics Demographics and Interest Reporting to get an idea of our demographics and users' interests. This uses Google DoubleClick cookies. Please see **Google Demographic Reporting** for more information on how this data is used.
Customer Audience Pixl	The Customer Audience Pixl is used to build up a Custom Audience based on people who visit our website so we can target Facebook ads to them
Twitter Conversion Pixel	Conversion tracking enables us to measure the number of Twitter users that perform a desired action after viewing and engaging with our advertisements on Twitter.
Amazon Advertising Platform (AAP) Tag	This software is used to recognise website traffic that arrives to our site, having seen an Admiral display advert online. This allows us to serve advertising that is targeted and relevant for users. This is a third party cookie, wherein any data collected will be used in accordance with our own privacy policy and Amazon's privacy policy. The software allows us to understand and evaluate display campaign performance over time. No personally identifiable is collected or stored using this cookie.

We use services provided by a third party for fraud prevention purposes. The third-party service helps us decide whether to accept transactions from devices by checking whether these devices have been identified with fraudulent transactions in the past, such as reported instances of identity theft, account takeovers, or malware attacks. If you set your browser or device to reject these cookies or tokens, you may not be able to conclude some transactions through our website or application. We share information about the device you are using, which may also have been used or appropriated by others, and do not identify you or reveal the details of your transaction to that third-party.

Use Of Cookies By Associated Websites And Third Parties

Please be aware that our website contains links to and from other websites. We accept no responsibility or liability for the content of these websites or the cookies they use. If you choose to visit another website via our website, you will need to contact them separately to have your personal information deleted from any records they might hold. It is also the responsibility of these websites to detail their use of cookies to you on their website and to gain the relevant consents from you for their usage.

During your visit to our website you may notice some cookies that are not related to us. This typically takes the form of embedded content from websites such as YouTube and social media bookmarks. When you visit a page with content embedded from these websites and opt to interact with this content you will be presented with cookies from them. We do not control the dissemination of these cookies and you should check the third party websites for more information.

Managing, Disabling And Enabling Cookies

You have the ability to accept or decline cookies from any website by modifying the settings in your browser. If you wish to restrict or block the cookies which are set by our website, you can do this through your browser settings. For information about how to manage and disable cookies you can use the 'Help' function within your browser or please visit **www.aboutcookies.org** or **www.allaboutcookies.org**. However, please note that by deleting or disabling cookies this could affect the functionality of our website and you may not be able to access certain areas or features of our site.

To opt out of being tracked by Google Analytics across all websites visit **http://tools.google.com/dlpage/gaoptout.**

Further Information On Our Use Of Cookies

If you would like more information regarding cookies or our use of them, please contact the Data Protection Officer at the following address:
Data Protection Officer, EUI Limited, Ty Admiral, David Street, Cardiff, CF10 2AA.

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