

*drive like a girl*

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# COOKIE POLICY

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# Cookie Policy

## What are cookies?

Cookies are text files containing small amounts of information that may be placed on your browser, computer or device when you visit websites. Some cookies may be temporary and stay on your device for the duration of your browsing session only - so once you close your browser, the cookies will be deleted (session cookies). Some cookies may be more permanent in order to remember your preferences in the future - unless you choose to delete them (persistent cookies). Cookies may be placed by the operator of the website or by other parties setting cookies through that website. This cookie is used to determine unique visitors to the site and it is updated with each page view. Additionally, this cookie is provided with a unique ID that the application uses to ensure both the validity and accessibility of the cookie as an extra security measure.

A full list of cookies we use on our website is provided below. By continuing to browse the site you are agreeing to our use of cookies, unless you take the actions set out below.

**Please note that cookies cause no harm to your computer or browser, and they don't store any information that might personally identify you.**

To get a quote or buy a policy from our website you have to enable cookies in your browser. However if all you want to do is have a look round then you can always block your computer from registering our cookies.

To learn more about cookies visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

## Google Analytics

Google Analytics uses 'cookies' (text files stored on your browser to allow us to analyse how you use our websites). In common with other firms using Google Analytics the data that is generated by the cookie (including your IP Address) is forwarded to a Google server in the USA and stored there.

However, if IP anonymization is enabled on this website, Google will truncate/anonymize the last 4 digits of the IP address for Member States of the European Union as well as for other parties to the Agreement on the European Economic Area. Only in exceptional cases will the cookie send the full IP address to Google, who themselves are committed to truncating the IP address.

Google uses the information collected to help us understand how you use our websites, compiling reports and providing additional services on website activity and internet usage for us to use.

The IP address you use, and collected by the Google cookie, will not be merged with any other Google data that they might hold (such as from a Google account you have with them, or from other analytics cookies from other websites that are using Google Analytics).

You can change the settings on your browser to prevent cookies being stored. See our own cookies section below for more help on how to do this.

If you choose to block cookies you may not be able to use all of our services, including getting a quote or purchasing a policy.

You also have the option to stop the capture of data relating to how you use our websites that is generated and processed by Google cookies (including your IP address) by downloading and installing a 'plug-in' from Google. It's available at this link:

<https://tools.google.com/dlpage/gaoptout?hl=gb>

**For more information on Google's Terms of Use and Privacy Policy go to:**

<https://www.google.com/analytics/terms/gb.html>

<https://policies.google.com/?hl=gb>

## Browser settings

You may be able to set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of our website may become inaccessible or not function properly. We have included information below for some commonly used web browsers:

<https://support.google.com/chrome/answer/95647>

<https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>

<https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>

## Opting out of cookies and targeted advertising

To opt out of retargeted ads on Google, please refer to Google's help article:

<https://support.google.com/ads/answer/2662922?hl=en-GB>

## To block Google Analytics tracking in your browser, you can install the Google Analytics opt-out browser add-on below:

<https://tools.google.com/dlpage/gaoptout/>

## You can find out more information about how to opt out of interest based advertising at the websites below:

[www.networkadvertising.org/choices](http://www.networkadvertising.org/choices)

[www.aboutads.info/choices](http://www.aboutads.info/choices)

[www.youronlinechoices.com/uk/your-ad-choices](http://www.youronlinechoices.com/uk/your-ad-choices)

## You can find out more about managing cookies in your browser of choice by visiting one of the pages below:

[Managing cookies in Chrome](#)

[Managing cookies in Safari](#)

[Managing cookies in Microsoft Edge](#)

[Managing cookies in Firefox](#)

## What cookies does our website use?

The cookies we use **don't** store sensitive or personal data about you (such as your name, address or how you pay for your policy). Our cookies are created just to remember any preferences you have and help us to collect anonymous data about the performance of our web pages. If you prefer to block, restrict or delete our cookies you can use your browser for this – see section 4 below for some handy hints on how to do this.

We've listed some of the variety of cookies we use and why we use them:

- **Strictly necessary:**

These are essential for you to use our website properly. If you blocked these then you wouldn't get the best out of our website and wouldn't be able to get a quote or buy a policy.

- **Performance:**

We collect information about how you and others use our website including how long you stay on a page, what you click on when you're there and any error messages that come up. We don't collect any information that can identify you – it's all anonymous and only used to improve our website.

- **Functionality:**

These help us remember the choices you make and then provide more personal features. Going forward, as we improve the website, they may allow you to access other services and information such as video or Live Chat. Again this is all anonymous.

- **Third Party:**

You might see some cookies not related to us after you visit our website. As we improve our website we might use external services like YouTube to show you information. To do this these types of website have to send you cookies. We have no control over these cookies but you can always go to the website for the provider to see how they manage their cookies.

- **Sharing via social networks:**

If you share content from insurethebox with people you know on social media you might be sent cookies from those sites as well.

The following cookies are used by this website:

Type of cookie	Provider	Name of cookie	Cookie function
<b>Essential website cookies</b>  These cookies are strictly necessary to provide you with services available through our websites and to use some of its features, such as access to secure areas.	Google Tag Manager	gtm	Google Tag Manager allows us to manage and deploy the tags we use on our website. This cookie works in conjunction with the system and is used to load web script and code into the webpages
		_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
		_gat	Used by Google Analytics to throttle request rate
		_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
<b>Non-Essential cookies</b>  These cookies are used to enable you to share pages and content that you find interesting on our website through third party social networking and other websites. These cookies may also be used for advertising purposes too.	Facebook (Targeting / advertising cookies)	_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.
		fr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.
	DoubleClick (Targeting / advertising cookies)	IDE	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.
		mf_#	Collects data of the user's navigation and interaction on the website in order to personalise the purchasing experience.
		test_cookie	Used to check if the user's browser supports cookies doubleclick.net
		mf_initialDomQueue	We use this cookie to track a user's actions on the site. This helps us to understand which parts of our user interface are/ are not being used to help us understand what parts offer good/bad user experience. This cookie expires when you close your browsing session.
		SCOGID, SCOGID, SCOSID, SCOSN	Measure site performance for Eggplant: beacon.rci.eggplant.cloud
		JSESSIONID	insurethebox customer portal used in session tracking. This cookie is used to count the number of sessions created on our site. We use this value in order to scale our backend servers. This cookie expires as soon as you close your browsing session

		aet-dismiss	Necessary for the functionality of the website's comment-system.
		drafts.queue	Necessary for the functionality of the website's comment-system
		G_ENABLED_IDPS	Used for secure login to the website with a Google account.
		NID	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.
		submitted_posts_cache	Necessary for the functionality of the website's comment-system.
	LinkedIn (Targeting / advertising cookies)	LinkedIn - BizID	This cookie allows us to measure the performance of our LinkedIn campaigns. You can find more information on this cookie here. This cookie expires after 6 months. More information: <a href="https://www.linkedin.com/legal/cookie-table">https://www.linkedin.com/legal/cookie-table</a>
		LinkedIn - lidc	This cookie is used by LinkedIn to track the use of embedded services. You can find more information on this cookie here. This cookie expires after 1 day. More information: <a href="https://www.linkedin.com/legal/cookie-table">https://www.linkedin.com/legal/cookie-table</a>
	Twitter (Targeting / advertising cookies)	guest_id	This cookie collects data related to user's visits to the website such as the number of visits, average time spent on the website and which pages have been loaded, with the purpose of personalising and improving the Twitter service. You can find more information here. This cookie expires after 2 years.
		personalization_id	This cookie allows users to share posts. You can find more information here. This cookie expires after 2 years.