

Purely Pets Insurance Cookies Policy

About us

Purely Pets Insurance is a trading name of Insurance Factory Ltd which is authorised and regulated by the Financial Conduct Authority and is part of the Markerstudy Group of companies. We can be contacted at 45 Westerham Road, Sevenoaks, Kent, TN13 2QB

What are cookies?

Cookies are small text files placed on your computer or device to monitor how you use a website or an app.

Different types of cookies are used to do different things. These include letting you navigate between different pages on a website efficiently, remembering preference you have given and helping us identify ways to improve your overall site experience. Others are used to provide you with advertising which is more tailored to your interests, or to measure the number of site visits and the most popular pages users visit.

This policy sets out the types of cookies we use when you use our website.

Are there different types of cookies?

Yes, there are different types of cookies. Cookies are divided into "first party" and "third party" cookies, and "session" and "persistent" cookies.

"First party" and "third party" cookies

Cookies can be set and controlled by the operator of a website such as Purely Pets Insurance for this website (known as a 'first party cookie') or a third party such as Facebook, for example to display advertisements and social sharing features (known as a 'third party cookie').

"Session cookies" and "persistent cookies"

Cookies can also be divided into "session cookies" and "persistent cookies":

- **Session cookies** are only there when you are on our website. When you leave our website the cookie is removed; and
- **Persistent cookies** which exist on your computer or device until a fixed future date.

How do we use cookies?

We use strictly necessary cookies to make our website work and to keep your information safe. Where you give your consent for us to do so, we also set certain optional analytics and marketing cookies to help us understand how you use our site and to personalise your experience. The type of information we collect may include your internet service provider's name and details about the pages you accessed.

As detailed in our Privacy Policy, Purely Pets Insurance may disclose data collected from cookies, such as visitor trends, to third parties, in an anonymous form, for research and statistical purposes, and to help us optimise our websites and the targeting of advertisements.

From time to time Purely Pets Insurance may also analyse IP addresses, user agent strings or other anonymous data sources.

Third party suppliers

We work with third-party suppliers who place cookies on your device and report on "web analytics" information. Where such information is made available to us, we have listed these cookies below.

In addition, Purely Pets Insurance engages third party advertisers and advertising networks to place targeted advertisement cookies. This means that data collected through these cookies will be shared with such parties in order that they can select and serve relevant adverts to you and others. We do not disclose information about identifiable individuals to our advertisers, but we may provide them with aggregate information about our users to assist them in performing this service. We may also use such aggregate information to help advertiser reach the kind of audience we want to target.

Please note that although the use of data by Purely Pets Insurance is covered by this policy, in addition the use of third party cookies is covered by third party cookie policies, which we have referred to in the following tables, alternatively they are available on the relevant company's website.

How can you control the use of cookies?

When you first visit our site, you will be presented with a pop-up where you can choose to accept only strictly necessary cookies or you can choose to also allow us to use optional cookies in the form of advertising or analytics cookies, or both.

Once accepted you can change your preferences at any time by clicking the 'Change Privacy Settings' link at the bottom of the browser which triggers the same pop-up.

Please be aware that you can set your browser not to accept any cookies and the websites outlined at the bottom of this cookies policy tell you how to remove cookies from your browser. However, since this will include disabling strictly necessary cookies, our website features may not function as a result.

Cookies we use

Below we set out in detail of the cookies that we use on this website, their function and the data they collect.

You can find more information about the individual cookies we use and the purposes for which we use them in the associated tables below.

Strictly necessary cookies

These let you move around our website and use essential features such as accessing secure areas of our website and identifying you as being logged in. Accepting these cookies is a condition of using our website as they are required for its proper operation. If you disable them, our website may not be able to function properly.

The cookies that we use on this website which are essential for its operation are set out below. These cookies don't gather any information about you that could be used for marketing or remembering where you've been on the internet.

Cookie Source	Cookie Name	Purpose
quote.purelypetsinsurance.co.uk	__RequestVerificationToken	Helps prevent Cross-Site Request Forgery (CSRF) attacks.
quote.purelypetsinsurance.co.uk	ASP.NET_SessionId	Preserves the visitor's session state across page requests.
quote.purelypetsinsurance.co.uk	NSC_#	Used to distribute traffic to the website on several servers in order to optimise response times.
quote.purelypetsinsurance.co.uk	sc.ASP.NET_SESSIONID	Preserves the visitor's session state across page requests.
quote.purelypetsinsurance.co.uk	sc.UserId	Preserves the visitor's session state across page requests.
quote.purelypetsinsurance.co.uk	SESS#	Preserves the visitor's session state across page requests.
whoson.com	poll.gif	An online customer service software used for live support and help desk
whoson.com	whoson	An online customer service software used for live support and help desk

Analytics cookies

We use these cookies, sometimes referred to as "web analytics" information, to collect information about how visitors use our website. This includes details of the site where the visitor has come from, pages viewed, which content visitors are clicking on, which products visitors are interested in and purchase and at what point a visitor leaves our website.

When you first visit our site, you will be presented with a pop-up where you can choose whether or not to accept analytics cookies. You can change your preferences at any time by clicking the 'Change Privacy Settings' link at the bottom of the browser which triggers the same pop-up.

We use this information to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

All information these cookies collect is aggregated and therefore anonymous.

On occasion we may share this information with analytics and search engine providers that assist us in the improvement and optimisation of our site.

Cookie Source	Cookie Name	Purpose
ws.sessioncam.com	sc.ASP.NET_SESSIONID	Preserves the visitor's session state across page requests.
purelypetsinsurance.co.uk	_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
googletagmanager.com	_ga_#	Used by Google Analytics to collect data on the number of times a user has visited the website as well as dates for the first and most recent visit.
https://script.hotjar.com	_hjAbsoluteSessionInProgress	This cookie is used to count how many times a website has been visited by different visitors - this is done by

		assigning the visitor an ID, so the visitor does not get registered twice.
https://script.hotjar.com	_hjFirstSeen	This cookie is used to determine if the visitor has visited the website before, or if it is a new visitor on the website.
https://script.hotjar.com	_hjIncludedInPageviewSample	Used to detect whether the user navigation and interactions are included in the website's data analytics.
https://script.hotjar.com	_hjIncludedInSessionSample	Registers data on visitors' website-behaviour. This is used for internal analysis and website optimization .
https://script.hotjar.com	_hjSession_#	Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read.
https://script.hotjar.com	_hjSessionUser_#	Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read.
https://script.hotjar.com	_hjTLDTTest	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.
Glassbox.com	_cls_s	This is a session identifying cookie. It also indicates if the visitor is new or existing.
Glassbox.com	_cls_v	This is a visitor identifying cookie.

Advertising cookies

These cookies are used to collect information about your browsing habits in order to deliver adverts more relevant to you and your interests. They remember that you have visited a website and this information is shared with other organisations such as advertisers. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign.

When you first visit our site, you will be presented with a pop-up where you can choose whether or not to accept advertising cookies. You can change your preferences at any time by clicking the 'Change Privacy Settings' link at the bottom of the browser which triggers the same pop-up.

Cookie Source	Cookie Name	Purpose
Facebook.com	_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.
Facebook.com	tr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.
googletagmanager.com	_gcl_au	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.
amazon-adsystem.com	ad-id	Used by Amazon Advertising to register user actions and target content on the website based on ad clicks on a different website.

amazon-adsystem.com	ad-privacy	Used by Amazon Advertising to register user actions and target content on the website based on ad clicks on a different website.
amazon-adsystem.com	s/iui3	Unclassified
purelypetsinsurance.co.uk	convert_clicks	Sales tracking tool.
googletagmanager.com	Smct.co	An online solution to aid customers with conversion should they show intent to abandon a website/checkout/quote journey.

Learn more about cookies

For further information about cookies visit www.aboutcookies.org or www.allaboutcookies.org (which is run by IBA Europe)

A guide to behavioural advertising and online privacy has been produced by the internet advertising industry which can be found at www.youronlinechoices.eu. The guide contains an explanation of the Internet Advertising Bureau's self-regulatory scheme to allow you greater control of the advertising you see.