Ageas Pet Insurance Cookies Policy

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 Ageas 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 cookies to improve our website and to help provide you with a good user 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 the Privacy Policy, Ageas 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 Ageas may also analyse IP addresses, user agent strings or other anonymous data sources.

How can you control the use of cookies?

You can set your browser not to accept cookies and the websites outlined at the bottom of this cookies policy tell you how to remove cookies from your browser. However, in a few cases some of our website features may not function as a result.

Cookies we use

Below we set out in detail 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
pet.ageas.co.uk	qkwf-pet-cookie-confirm	Customer acceptance of Cookie Policy
pet.ageas.co.uk	Refkey	Maintain Web Session

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.

By using our website, you agree that we can place these types of cookies on your computer or device.

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
Google Tag Manager	_dc_gtm	Google Tag Manager is a tag management system that allows you to quickly and easily update tags and code snippets on your website or mobile app, such as those intended for traffic analysis and marketing optimization
Google Analytics	_ga, _gid, _sm_au_c	Google Analytics is web analytics service offered by Google that tracks and reports website traffic
Hotjar	_hjIncludedInSample, _sm_au_c	Understand visitor behaviour such as which parts of the page have the most time spent on them

Cookie Source	Cookie Name	Purpose
Stickee	<script src="//api. convert.co.uk/js/tracker/ v1.js" defer></script>	To track a sale through Convert, information needs to pass through a complete chain from affiliate, through a click tracker, to the retailer and finally to the sales tracker with a unique ID which can be used to identify the chain at any given step
Session Cam	sc.ASP_NET_ SESSIONID	To analyse your use of our website (for example recording mouse clicks and movements, page scrolling and any text keyed into website forms) to help us identify issues with its design and usability, so that it can be improved. No personally identifiable information is stored within the cookies. The information collected if for our internal use only and is stored and used for aggregated and statistical reporting
Visual Website Optimiser	_vwo_uuid	To create different versions of website pages, to compare the effectiveness and deliver improvements to our website

Functionality cookies

We use these cookies to recognise users when they return to a website. They enable the personalisation of content, the recognition of users and remember user preferences (for example, their choice of language or region).

By using our website, you agree that we can place these types of cookies on your computer or device. We use the information to improve our website and enhance our visitors' experience.

Cookie Source	Cookie Name	Purpose
Whoson	Whoson	An online customer service software used for live support and help desk
Facebook	_sm_au_c, fr	Facebook feed api & pixel code

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 behavioral 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.