

## **Cogent Insurance Services Limited and Woop Cover Limited (“Woop”) 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.

Session cookies last only for as long as a user is on a website; they expire after the browser window is closed or the session times out.

Persistent cookies (also known as tracking cookies) remain active for a period of time on a user's machine and are used whenever the website is accessed.

Secure cookies are used when accessing a website via HTTPS and are encrypted for greater safety.

How do we use cookies on the Website?

**Required** – we use a set of cookies which are critical to the functionality of the site. They are used to keep a user logged in to the site and to remember previous quotations should the user return to the site.

**Functional** – we use a set of cookies to track visitors to help us understand how customers use our sites, to remember preferences and other information, and to allow us to request reviews of customer experience. These cookies are used to help improve users' site experience. The cookies are placed on the user's first visit to a site and they track the user through the site, where they go, where they drop off, what pages they have problems with, etc.

**Marketing** – we may use third parties to help provide customised advertising and other content to visitors to our sites and other sites. We may also use these cookies to limit what marketing or advertising is delivered to our customers.

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, Woop 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 Woop 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?

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 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.

Cookie Source	Cookie Name	Purpose
PHP	PHPSESSID	PHP is a server scripting language for making dynamic and interactive Web pages.
Google Analytics	_ga, _gat, _gid, _utma, _utmb, _utmc, _utmt, _utmz, +gwcc	Google Analytics is web analytics service offered by Google that tracks and reports website traffic
Google Website Call Conversions	gwcc	Website call conversions generate dynamic forwarding number that measures the calls made by customers clicking through an ad to the site.
Bing	_uetsid	Uses Bing Ads to promote and more effectively market product or services. Bing Ads wants to assure you that any information that is gathered will remain anonymous and cannot be used to identify you.
Generated by MBS (Made by Sauce) for site security purposes	car_csrf_cookie_name	Cookie used to prevent cross-site scripting attacks
SharpSpring	ss, ss_referrer, __ss_tk	SharpSpring Tracking Cookie and Session Identifier Tokens. These cookies are used to track visitors and form submissions. These cookies store non-personally identifiable information.
Cookie Banner	Cookiesconsent	This is set automatically after the cookie banner has been viewed, and the banner will not reappear unless the cookie is deleted
MBS	mbs_utm_source, mbs_utm_medium, mbs_utm_campaign	Made by Sauce use these to add traffic sources to their databases

#### Learn more about cookies

For further information about cookies visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://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](http://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.