Brightside Insurance Services Limited Cookies Policy

About us

We are Brightside Insurance Services Limited and we are part of the Markerstudy Group of companies. We can be contacted at 45 Westerham Road, Bessels Green, Sevenoaks, Kent TN13 2QB.

Brightside Insurance Services Ltd are authorised and regulated by the Financial Conduct Authority.

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 Brightside Insurance Services Limited 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, Brightside Insurance Limited 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 Brightside Insurance Limited 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, Brightside Insurance Limited 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 Brightside Insurance Limited 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
SessionCam.com	sc.ASP.NET_SESSIONID	Preserves the visitor's session state across page requests.
SessionCam.com	sc.UserId	Preserves the visitor's session state across page requests.
doubleclick.net	test_cookie	Preserves the visitor's session state across page requests.

		Preserves the visitor's session state across page requests.
https://www.brightsideinsurance.co.uk/	SESS#	

<u>Analytics cookies</u>

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
Google Analytics	_gcl_au	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.
Google Analytics	_ga	This cookie is installed by Google Analytics. The cookie is used to calculate visitor, session, campaign data and keep track of site usage for the site's analytics report. The cookies store information anonymously and assign a randomly generated number to identify unique visitors.
Google Analytics	_gid	This cookie is installed by Google Analytics. The cookie is used to store information of how visitors use a website and helps in creating an analytics report of how the website is doing. The data collected including the number visitors, the source

		where they have come from, and the pages visted in an anonymous form.
Google Tag Manager	_dc_gtm_UA-#	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	collect	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.
brightsideinsurance.co.uk	firstVisit	This cookie is used to determine if the visitor has visited the website before, or if it is a new visitor on the website.
vimeo.com	vuid	Collects data on the user's visits to the website, such as which pages have been read.
brightsideinsurance.co.uk	BrightSide.CVD.Tracking	This tracks user's movement across the site

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
Google Adwords	ads/ga-audiences	Used by Google AdWords to re-en gage visitors th at are likely to convert to

		customers based on th e visitor's online behaviour across websites.
Facebook	_fbp	Used by Facebook to deliver a series of advertisemen t produ cts su ch as real time biddin g from th ird party advertisers.
Bing	_uetsid	Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement - This also allows the website to limit the number of times that they are shown the same advertisement.
Bing	_uetsid	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.
Bing	_uetsid_exp	Contains the expiry-date for the cookie with correspondin g name.
Bing	_uetvid	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.
Bing	_uetvid_exp	Contains the expiry-date for the cookie with corresponding name.
https://www.brightsideinsurance.co.uk/privacy-security	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.
Bing	MUID	Used widely by Microsoft as a unique user ID. The cookie enables user tracking by synchronising the ID across many Microsoft domains.
Google.com	pagead/1p-user-list/#	Tracks if the user has shown interest in specific products or events across multiple websites and detects how the user navigates between sites. This is used for measurement of advertisement efforts and facilitates payment of referral-fees between websites.
Facebook.com	tr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.

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.