BACKGROUND:

This website www.quotelinedirect.co.uk ("Our Site") uses cookies and similar technologies in order to distinguish you from other users. By using cookies, we are able to provide you with a better experience and to improve Our site by better understanding how you use it. Please read this Cookie Policy carefully and ensure that you understand it. Your acceptance of our Cookie Policy is deemed to occur if you continue using our site. If you do not agree to our Cookie Policy, please stop using our site immediately.

1.   **Definitions and Interpretation**

1.1   In this Cookie Policy, unless the context otherwise requires, the following expressions have the following meanings:

"cookie"	means a small file consisting of letters and numbers that Our site downloads to your computer or device;
"web beacon"	means a small, transparent image file (usually only 1-pixel x 1-pixel in size) used for tracking user behaviour and activity around Our site;
"We/Us/Our"	means Quoteline Direct, a trading name of F Wilson (Insurance Brokers) Ltd who are authorised & regulated by the Financial Conduct Authority, and is wholly owned by Bollington Wilson Group Limited Registered Number: 10889686. Registered Office: Adlington House, Adlington Road, Bollington, Macclesfield, Cheshire SK10 5HQ

2.   **How Does Our site Use Cookies?**

2.1   We may use cookies on Our site for a number of reasons, all of which are designed to improve your experience of using it. Cookies allow you to navigate around Our site better and enable Us to tailor and improve Our site by saving your preferences and understanding your use of it.

2.2   We use the following types of cookie:

2.2.1   Strictly Necessary Cookies

A cookie falls into this category if it is essential to the operation of our site, supporting functions such as logging in, your shopping basket, and payment transactions.

2.2.2   Analytics Cookies

It is important for Us to understand how you use our site, for example, how efficiently you are able to navigate around it, and what features you use. Analytics cookies enable us to gather this information, helping Us to improve our site and your experience of it.

2.2.3   Functionality Cookies

Functionality cookies enable us to provide additional functions to you on

our site such as personalisation and remembering your saved preferences.

2.2.4 Persistent Cookies

Any of the above types of cookie may be a persistent cookie. Persistent cookies are those which remain on your computer or device for a predetermined period and are activated each time you visit Our site.

2.2.5 Session Cookies

Any of the above types of cookie may be a session cookie. Session cookies are temporary and only remain on your computer or device from the point at which you visit our site until you close your browser. Session cookies are deleted when you close your browser.

2.3 We also use web beacons on our site to track your navigation around it.

As with analytics cookies described above, web beacons help Us to understand how you use Our site and enable us to improve it in the future.

2.4 Cookies on our site are not permanent and will expire as indicated in the table below.

2.5 For more specific details of the cookies that we use, please refer to the table below.

What Cookies Does Our Site Use?

Cookie name	Expiration time	Description
_utma	2 years from set/update	Used to distinguish users and sessions
__utmb	30 minutes from set/update	Used to determine new sessions/visits
__utmc	End of browser session	Historically, this cookie operated in conjunction with the __utmb cookie to determine whether the user was in a new session/visit
__utmt	10 minutes	Used to throttle request rate
__utmv	2 years from set/update	Used to store visitor-level custom variable data
__utmz	6 months from set/update	Stores the traffic source or campaign that explains how the user reached the site
_ga	2 years	Used to distinguish users
gac<property-id>	90 days	Contains campaign related information for the user
_gat	1 minute	Used to throttle request rate
_gat_newTracker	-	Deprecated
_gid	24 hours	Used to distinguish users
AMP_TOKEN	30 seconds to 1 year	Contains a token that can be used to retrieve a Client ID from AMP Client ID service
NID	6 months from set/update	Most Google users will have a preferences cookie called 'NID' in their browsers. A browser sends this cookie with requests to Google's sites. The NID cookie

		contains a unique ID that Google uses to remember your preferences and other information, such as your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20) and whether you wish to have Google's SafeSearch filter turned on

Google Analytics/Tag Manager

We use Google Analytics and Google Tag Manager tracking on the web site to track user behaviour, conversion etc.

No sensitive data is passed to their system including the IP. Information on location, device etc. is stored.

MouseStats

We use MouseStats to record visitor sessions for playback and to analyse form drop off and other metrics.

Extensive amounts of sensitive data were originally stored in MouseStats, but recent GDPR-related changes have seen this drop off dramatically. For example, we could see what the visitor typed into form fields, but this is now obfuscated.

Older recordings are now longer available to view, but location, device and other top-level

information is available. In addition, we currently tag recordings with the following information:

- Sessionid
- Surname
- Postcode
- Date of birth
- Registration

This is useful for helping to identify recordings for Compliance, but we may wish to review this in respect of GDPR.

MouseStats also stores the first 3 sections of the visitor's IP address: **111.222.333.***

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Cookie name	Expiration time	Description
cenable	A few seconds to up to 1 year	Visitors analytics cookie to test if cookies are enabled in the visitor browser
mousestats_disable	1 year	May be set if a specific URL query in the webpage get called to force disable MouseStats
mousestats_si	24 hours	Visitor analytics cookie to distinguish different visit sessions
mousestats_vi	10 years or less	Visitors analytics cookie to distinguish different visitors

Zopim

We have Zopim (now ZenDesk) chat available on our web sites. Their service sets cookies.

The cookies which are essential to the operation of the system

To the best of our knowledge, no sensitive information is stored in the cookies

Cookie name	Expiration time	Description
__cfduid	2 years	Set by CloudFlare to identify trusted web traffic
__zlcmid	1 day	Used by the application
__zlcprivacy	1 day	Used by the application
AWSALB	-	Amazon Web Services cookie; no further information available

3. **How You Can Control Cookies**

3.1 Internet browsers normally accept cookies by default. You can change these settings if you wish, however please be aware that this is not generally a per-site setting and will prevent all websites from using cookies, not just ours. Please also be aware that by disabling cookies in your browser, you may impair the functionality of our site.

3.2 The links below provide instructions on how to control cookies in all mainstream browsers:

3.2.1 Google Chrome: https://support.google.com/chrome/answer/95647?hl=en-GB

3.2.2 Microsoft Internet Explorer: https://support.microsoft.com/en-us/kb/278835

3.2.3 Microsoft Edge: https://support.microsoft.com/en-gb/products/microsoft-edge (Please note that there are no specific instructions at this time, but Microsoft support will be able to assist)

3.2.4 Safari (OSX): https://support.apple.com/kb/PH21411?viewlocale=en_GB&locale=en_GB

3.2.5 Safari (iOS): https://support.apple.com/en-gb/HT201265

3.2.6 Mozilla Firefox: https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences

3.2.7 Android: https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DAndroid&hl=en (Please refer to your device's documentation for manufacturers' own browsers)

4. **How Do We Use Cookies in Emails?**

4.1 In addition to using cookies on our site, we use cookies and similar technologies in some of the emails we send to you. Just like the cookies on our site, these are used to help us understand your use of our site and to keep improving it.

4.2 We use web beacons in some of our emails. We use web beacons to detect when (or whether) you open an email and how you have interacted with it, and

other information such as your email client, web browser, computer or device, and IP address. Web beacons may also be used to serve up emails in a particular format that is best suited to your computer or device.

4.3 Emails from us may contain links. Each one of those links will contain a unique tag which enables Us to track which links are being used and by whom. This information can then be used to improve and tailor our emails in the future.

5. Changes to this Cookie Policy

5.1 We may alter this Cookie Policy at any time. Any such changes will become binding on you on your first use of our site after the changes have been made. We therefore advise to check this page from time to time.

5.2 In the event of any conflict between the current version of this Cookie Policy and any previous version(s), the provisions current and in effect shall prevail unless it is expressly stated otherwise.

6. Further Information

6.1 If you would like to know more about how We use cookies, please contact us at compliance@quotelinedirect.co.uk

6.2 For more information about privacy, data protection and our terms of business, please visit the following:

6.2.1 Privacy Policy

6.2.2 Terms of Business