

## Challenge Cookie Policy

A cookie is a small amount of data, which often includes a unique identifier that is sent to your computer browser from a website's computer and is stored on your computer's hard drive. Each website can send its own cookie to your browser if your browser's preferences allow it, but (to protect your privacy) your browser only allows a website to access the cookies it has already sent to you, not the cookies sent to you by other websites. We record visits to our website and use browser cookies in order to monitor your progress through our site although we do not store your personal data in browser cookies. This information is used by us to measure the performance of the site and to generate other statistics about visitors to our web site in general. We may also use this data to make the site easier and more convenient to use. Users can set their computers to accept all cookies, to notify them when a cookie is issued, or not to receive cookies at any time. If you set your computer not to receive cookies, this will mean that some websites will not function and certain personalised features cannot be provided to you. Each browser is different, so check the "Help" menu of your browser to learn how to change your cookie preferences. Information from cookies can help us to analyse the profile of our visitors and help us to provide a better user experience. Please take note of the following information (provided directly by the companies identified) with regard to the third party cookies used on our website: Company Information:

Google Universal Analytics	<ol style="list-style-type: none"><li><b>Definition:</b> Google Analytics is a web analytics service provided by Google, Inc.</li><li><b>Function:</b> Google Analytics uses cookies in order to evaluate your use of our website. Browsers do not share cookies across domains.</li><li><b>Personal Information:</b> Google do not collect or store personal information. Google Analytics prohibits the tracking or collection of personal information or association of personal information with web analytics information. Google Analytics does not report the actual IP address information to Google Analytics customers.</li><li><b>Opt-out:</b> Users may opt-out of Google Universal Analytics use of cookies by visiting the <a href="#">Google Universal Analytics opt-out page</a>.</li><li><b>Google Analytics Advertising features enabled:</b><ul style="list-style-type: none"><li>○ User ID - This allows 123.ie to associate multiple sessions (and any activity within those sessions) with a unique ID, in this case a Quote ID. When the unique ID and any related engagement data is sent to Google Analytics, all activity is attributed to one user in the reports. With the User ID, we can get a more accurate user count, analyze the signed-in user experience, and get access to the new cross device reports.</li><li>○ Demographics and interests reporting - Understand how our site audience breaks down by age, gender, and interests.</li></ul></li><li><b>Storage Location:</b> Google stores the information collected by the cookie on secure Google servers.</li><li><b>Source:</b> Google Inc.</li></ol>
Google Adwords	<ol style="list-style-type: none"><li><b>Definition:</b> Google Adwords is an advertising analytics service provided by Google, Inc.</li><li><b>Function:</b> Adwords uses temporary cookies that are stored on a user's computer for a limited period. Only pages that a user has visited containing the Google conversion code are tracked.</li><li><b>Personal Information:</b> Google do not collect or store personal information. Conversions are not isolated: This means that you can't match conversion data to specific customers, just see overall data for ads and keywords.</li><li><b>Storage Location:</b> Google stores the information collected by the cookie on secure Google servers.</li><li><b>Source:</b> Google Inc.</li></ol>
Google Adwords Remarketing	<ol style="list-style-type: none"><li><b>Definition:</b> AdWords Remarketing is a Remarketing and Behavioural Targeting service provided by Google Inc.</li><li><b>Function:</b> This website uses the Google AdWords remarketing service to advertise to previous visitors to our site. It means that we advertise to previous visitors who haven't completed a task on our site, for example not completing a quote. This could be in the form of an advertisement on a site in the Google Display Network. Third-party vendors, including Google, use cookies to serve ads based on someone's past visits to the 123.ie.</li><li><b>Personal Information:</b> Google do not collect or store personal information.</li><li><b>Opt-out:</b> Users may opt-out of Adwords Remarketing use of cookies by visiting the <a href="#">Adwords Remarketing opt-out page</a>.</li><li><b>Storage Location:</b> Google stores the information collected by the cookie on secure Google servers.</li><li><b>Source:</b> Google Inc.</li></ol>
Adroll	<ol style="list-style-type: none"><li><b>Definition:</b> Adroll offers advertisers retargeting products for cross-platform, cross-device display advertising. Its marketing platform enables businesses to use their own website data on consumer behaviour to create personalised ad campaigns</li><li><b>Function:</b> AdRoll collects data about your activities that does not personally or directly identify you. This information may include the content you view, the date and time that you view this content, the products you purchase, or your location information associated with your IP address. The information collected is used to serve you more relevant advertisements. Information is collected about where you saw the ads shown to you and what ads you clicked on.</li><li><b>Personal Information:</b> Adroll does not collect personal information such as your name, email address, postal address, or telephone number.</li><li><b>Opt Out:</b> Users may opt-out of Adroll's use of cookies by visiting the Adroll <a href="#">Opt out page</a></li><li><b>Storage Location:</b> Adroll stores the information collected by the Adroll cookie on secure servers. They may also share non-personally identifiable information with third-parties.</li><li><b>Source:</b> <a href="https://www.adroll.com/about/privacy">https://www.adroll.com/about/privacy</a></li></ol>