COOKIES POLICY

What is a cookie?

A cookie, also known as a browser cookie, is a text file containing small amounts of information which a server may download to your computer hard drive, tablet or mobile device when you visit a website or use an app. There are different types of cookies which are used to do different things. These include letting you navigate between different pages on a website efficiently, remembering preferences you have given and helping us to 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.

'First party' and 'third party' cookies

Cookies can be set and controlled by the operator of the website which the user is browsing such as Brit services 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'). Due to their core role of enhancing and enabling usability or site processes, disabling certain cookies may prevent you from using certain aspects of the Brit services website, such as generating a quote or placing an order.

There are two different types of browser cookie:

(1) Session cookies are stored in the computer's memory during a user's browsing session and are automatically deleted from the user's computer when the browser is closed or the session is deemed to have ended.

These cookies usually store a session ID that is not personally identifiable to users, allowing the user to move from page to page without having to log-in repeatedly. They are widely used by commercial websites; for example, to keep track of items that a consumer has added to a shopping basket.

Session cookies do not collect any information from the user's computer, and they expire at the end of the user's browser session. They can also become inaccessible after the session has been inactive for a specified length of time, usually 20 or 30 minutes.

(2) Persistent cookies are stored on the user's computer and are not deleted when the browser is closed. Persistent cookies can be used to retain user preferences for a particular website, allowing those preferences to be used in future browsing sessions.

Persistent cookies usually assign a unique ID to the user's browser, and they are usually configured to identify a user for a prolonged period, from days to months or even years.

How does Brit services use cookies?

The cookies used by Brit services help us to track basic visitor information and to learn about the behaviour of visitors to this website and how they respond to our marketing communications and for research and statistical purposes. The more we learn, the better we can provide relevant and interesting content and services.

The cookies that Brit services use do not collect personal information such as name, address, email address and do not link any information they collect to an individual. From time-to-time Brit services may also analyse IP addresses, user agent strings or other anonymous data sources. All data is collected in an anonymous and aggregated form.

Sharing of data from cookies

As detailed in the privacy policy, Brit services 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.

How can you control the use of cookies?

Most web browsers automatically accept cookies and your use of this website constitutes your consent to this website setting cookies on your computer or other device.

It is possible to disable cookies on most web browsers. We recommend that if you do not want this website to set cookies on your computer or other device you should either; not use the site and delete any Brit services cookies that may have already been placed or change the settings in your website browser to disable cookies. However, because cookies allow you to take advantage of some of this website's essential features, we recommend you leave them turned on. Cookies used by Brit services

To help you understand the different types of cookies we use on this website and what they do, we have grouped cookies into four categories:

Strictly necessary cookies

Performance/analytics cookies

Functionality cookies

Targeting cookies

In the tables below you will find a list of the cookies used on this website and a brief description of the information they gather.

Learn more about cookies

To find out more about cookies in general either search in Google or visit aboutcookies.org or allaboutcookies.org (which is run by the 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.

On the following pages we have set out in detail the cookies that we use on this website, their function and the data they collect.

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, Brit services engage 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 they want to target.

Please note that although the use of data by Brit services is covered by this policy, in addition the use of these 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.

Strictly necessary cookies

'Strictly necessary' cookies let you move around this website and use essential features such as accessing secure areas of this website and identifying you as being logged in. These cookies don't gather any information about you that could be used for marketing or remembering where you've been on the internet. Accepting these cookies is a condition of using this website as they are required for the proper operation of this website. If you prevent them, we cannot guarantee how this website will perform.

Performance cookies / analytics cookies

We use these cookies to collect information about how visitors use our website, commonly referred to as "web analytics" information, including details of the site where the visitor has come from (e.g. referring domains, search engines, marketing campaigns), pages viewed, the site path of the visitor, which content visitors are clicking on, which products visitors are interested in and purchase and the total number of times a visitor has been to our website.

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 the experience of its visitors. 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.

Targeting cookies / advertising

From time to time, cookies are used to collect information about your browsing habits to deliver adverts more relevant to you and your interests. 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. They remember that you have visited a website, and this information is shared with other organisations such as advertisers. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organisation.