

## About Cookies.

1. Introduction
  - 1.1 The Covered.ie website (the "Website") is operated by Earston Limited ("we", "us", "our", "earston", "covered"). We respect your right to privacy. This Cookie Policy (together with our Privacy Statement, Website Terms and Conditions of Use, our Terms of Business and any other documents referred to) sets out the basis on which we use cookies in the Website. Please read the following carefully.
2. Cookies
  - 2.1 We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration, to report aggregate information to our advertisers to record session information and/or to assist you in answering questions in connection with the quotation process. This may in some instances only be statistical data about how you browse our Website.
  - 2.2 For the same reason, we may obtain information about your Website usage by using a cookie file which is stored on the hard drive of your computer. Cookies contain information that is transferred to your computer's hard drive. Cookies help us to improve our Website and to deliver a better and more personalised service. They enable us:
    - 2.2.1 to estimate usage numbers and patterns;
    - 2.2.2 to store information about your preferences, and so allow us to customise our Website according to your individual interests; and
    - 2.2.3 to recognise you when you return to the Website.
  - 2.3 The following cookies are used in the Website:

### **Analytic Tool    Third Party Tool**

Yes / No            Brief description as to why this analytic tool is required

**Google Analytics/ Yes:** Google Analytics is a free service offered by Google that generates detailed statistics about the visitors to a website. We use it to track how users navigate through our website e.g. what pages are performing well/badly, what browsers perform best, the average time a person spends on our website etc.

**Google Adwords/Yes:** Google Adwords Conversion Tracking allows us to determine our best performing Adwords campaigns. The conversion tracking involves placing a cookie on a user's computer when he/she clicks on an ad. Then, if the user clicks on your ad and reaches one of your conversion pages, a successful conversion is recorded.

- 2.4 You may refuse to accept or you may disable cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting you may be unable to access certain parts of the Website or unable to avail of our services. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to the Website.
- 2.5 For further information on cookies and how you can adjust settings in your browser, click 'HELP' on your browser or visit [www.allaboutcookies.org](http://www.allaboutcookies.org).
- 2.6 If you have any queries about our cookies please contact us at [info@covered.ie](mailto:info@covered.ie)