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 website 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

1. **Definition**: Google Analytics is a web analytics service provided by Google, Inc.
2. **Function**: Google Analytics uses cookies in order to evaluate your use of our website. Browsers do not share cookies across domains.
3. **Personal Information**: 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.
5. **Google Analytics Advertising features enabled**:
   - **User ID**: This allows AdRoll 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 activity data is sent to Google Analytics, all activity is attributed to one user in the reports. 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.
   - **Demographics and interests reporting**: Understand how our site audience breaks down by age, gender, and interests.
6. **Storage Location**: Google stores the information collected by the cookie on secure Google servers.
7. **Source**: Google Inc.

### Google Adwords

1. **Definition**: Google Adwords is an advertising analytics service provided by Google, Inc.
2. **Function**: 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.
3. **Personal Information**: 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.
4. **Storage Location**: Google stores the information collected by the cookie on secure Google servers.
5. **Source**: Google Inc.

### Adroll

1. **Definition**: 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.
2. **Function**: 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.
4. **Storage Location**: Adroll stores the information collected by the Adroll cookie on secure servers. They also share non-personally identifiable information with third-parties.
5. **Source**: [https://www.adroll.com/about/privacy](https://www.adroll.com/about/privacy)