

A cookie is a small amount of text that is sent to your computer browser from 123.ie and is stored on your computer's hard drive. 123.ie can send its own cookie to your browser if your browser's preferences allow it. This is known as a First-party cookie. To protect your privacy, your browser only allows 123.ie to access the cookies it has already sent to you, not the cookies sent to you by other websites. Cookies sent to you on 123.ie's website by other companies, but on 123.ie's behalf, are known as Third-party cookies. So, for example, if you visit 123.ie and the domain of the cookie placed on your computer is 123.ie, then this is a First-party cookie. If, however, if you visit 123.ie and the cookie placed on your computer says DoubleClick for example, then this is a third-party cookie.

We use the following type of cookies on our site;

- *Necessary* cookies let you move around the website and use essential features like the quote journey or online renewals section.
- *Performance* cookies collect information about how you use our website e.g. which pages you visit,
- *Functionality* cookies are used to provide services or to remember settings to improve your visit.
- *Targeting* cookies are linked to services provided by third parties. They provide advertising agencies with information on your visit so that they can present you with adverts that you may be interested in

Cookies expire differently:

1. Session cookies are temporary cookie files, which are erased when you close your browser. When you restart your browser and go back to 123.ie, our website will not recognise you. A new session cookie will be generated, which will store your browsing information and will be active until you leave the site and close your browser;
2. Persistent cookies stay in one of your browser's subfolders until you delete them manually or your browser deletes them based on the expiry date contained within the persistent cookie's file. A persistent cookie enables a website to remember you on subsequent visits, speeding up or enhancing your experience on our site. Some of our cookies can track up to a period of two years (see below table). 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. Information from cookies can help us to analyse the profile of our visitors and help us to provide a better user experience. For example if you have received a quote from us, the next time you visit us within 180 days cookie window, we may show you a banner with a 'Retrieve your Quote' message.

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. Our site does not store your personal data in browser cookies.

Each browser is different, so check the links below for your appropriate browser to learn how to change your cookie preferences.

- Instructions for [Chrome](#)
- Instructions for [Internet Explorer](#)
- Instructions for [Firefox](#)

Please take note of the following information (provided directly by the companies identified) with regard to the third party cookies used on our website:

<i>Google Universal Analytics</i>	
Definition	Google Analytics is a web analytics service provided by Google, Inc.
Function	Google Analytics is used to measure how users interact with our website Browsers do not share cookies across domains.
Type	Performance
Personal Information	Your IP address is collected to determine your location. Google Analytics does not share the actual IP address information to Google Analytics customers, like 123.ie. Google Analytics Advertising features enabled: 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, analyse 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. This type of data is inferred based on your browsing history and not your actual personal data.

	<p>Google analytics data sharing settings enabled: Google products & services – We share Google Analytics data with Google to help improve Google's products and services Benchmarking – We contribute anonymous data to an aggregate data set to enable features like benchmarking and publications that can help us understand data trends. All identifiable information about our website is removed and combined with other anonymous data before it is shared with others. Technical support - Google technical support representatives have access to our Google Analytics data and account when necessary to provide service and find solutions to technical issues.</p>
Opt Out	Users may opt-out of Google Universal Analytics use of cookies by visiting the Google Universal Analytics opt-out page
Storage Location	Google stores the information collected by the cookie on secure Google servers.
Expiry	2 years from set date
Source	Google Inc.

<i>Google AdWords</i>	
Definition	Google AdWords is an advertising analytics service provided by Google, Inc.
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.
Type	Targeting
Personal Information	Your IP address is collected to determine your location.
Opt Out	Users may opt out of Adwords interest based advertising use of cookies by visiting this opt out page
Storage Location	Google stores the information collected by the cookie on secure Google servers.
Expiry	6 months
Source	Google Inc.

<i>Google AdWords Remarketing</i>	
Definition	AdWords Remarketing is a Remarketing and Behavioural Targeting service provided by Google Inc.
Function	This website uses the Google AdWords remarketing service to advertise on third party websites (including Google) 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.
Type	Targeting
Personal Information	Your IP address is collected to determine your location.
Opt Out	Users may opt-out of AdWords Remarketing use of cookies by visiting the AdWords Remarketing opt-out page
Storage Location	Google stores the information collected by the cookie on secure Google servers.
Expiry	30 days
Source	Google Inc.

<i>Adobe Digital Marketing Suite</i>	
Definition	Adobe Digital Marketing Suite is a web analytics service provided by Adobe Systems Incorporated.
Function	<p>Adobe may use cookies in association with the Digital Marketing Suite service to:</p> <ul style="list-style-type: none"> Keep count of your return visits to our site; Accumulate and report anonymous, aggregate, statistical information on web site usage; Track searches you have performed, including searches that led you to the 123.ie website Track the URL of the page that showed the link you clicked on that brought you to the 123.ie website Website personalisation
Type	Performance

Personal Information	Your IP address is collected to determine your location. This information will not be shared, disclosed, reported, transferred or delivered to any other third party.
Opt Out	Users may opt-out of Adobe's use of cookies by visiting the Adobe opt-out page [https://www.adobe.com/uk/privacy/opt-out.html] .
Storage Location	Adobe stores the information collected by the cookie on secure Adobe servers.
Expiry	2 years from set date
Source	Adobe Systems Incorporated

<i>DoubleClick by Google</i>	
Definition	DoubleClick is an advertising platform provided by Google, Inc.
Function	DoubleClick leverages a 64-bit persistent cookie tied to the www.doubleclick.net domain. The contents of the cookie consist exclusively of a single string of random characters. DoubleClick also uses Remarketing pixels - a pixel is a small, invisible piece of code that tells DoubleClick to save visitors' cookies to 123.ie on a list. Third-party vendors, including DoubleClick (owned by Google), then use the cookies to serve and tailor ads on websites across the internet based on what interests you on our website, such as the pages you view. This information is not combined with other personal information you provide us with.
Type	Targeting
Personal Information	Your IP address is collected to determine your location.
Opt Out	Users may opt-out of Doubleclick's use of cookies by visiting the DoubleClick opt-out page [https://adssettings.google.com/u/0/authenticated] .
Storage Location	Google stores the information collected by the DoubleClick cookie on secure Google servers.
Expiry	2 years
Source	Google Inc. For more information go to http://www.google.com/policies/privacy/ads/

<i>Facebook Pixel</i>	
Definition	Facebook Pixel is a Remarketing and Behavioural Targeting service provided by Facebook Inc.
Function	This website uses the Facebook Pixel service to advertise on Facebook, Instagram and the Facebook Audience Network 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 your Facebook Newsfeed. Third-party vendors, including Facebook, use cookies to serve ads based on someone's past visits to the 123.ie website.
Type	Targeting
Personal Information	Your IP address is collected to determine your location.
Opt Out	Users may opt-out of Facebook Pixel by visiting use of cookies by visiting http://optout.aboutads.info/
Storage Location	Facebook stores the information collected by the cookie on secure Facebook servers.
Expiry	180 days
Source	Facebook Inc.

More simply put: To remember you, our system will put a cookie on your computer. Cookies also allow us to track your behaviour on our site. Some cookies are required so the website is functional, some are so we can track your behaviour on our site, and some are so we are present you with our advertisements when you leave our site. You can remove or block cookies, but this will limit your ability to fully use our website and possibly others. Don't hesitate to contact us if you have any queries on any cookie.

Changes to this Statement

We reserve the right to modify this Cookie Statement at any time. We encourage you to review this Statement periodically to stay informed about how we use cookies. Your continued use of this service constitutes your agreement to this Cookie Statement and any subsequent updates.

More simply put: You will sometimes need to check this cookie statement since it can change from time to time.