Introduction

Our pages and some of the emails that Dayinsure may send to you may use cookies, web beacons, pixel tags or action tags or similar technologies.

Data we collect will be used to:

- Protect you from fraud and keep improving security
- Study how people use our websites and apps and other services, so we can improve them
- Decide which of our products, services and offers may be relevant for you
- Tailor the marketing you see on social media, apps and other websites.

We may share this data with outside organisations. Some of them may place their own cookies on your device when you visit our website. You can find out more about how we share data, and who we share it with in our Privacy Policy

We do not sell data to external organisations.

What are cookies?

Cookies are small files that are sent to your computer, mobile phone or tablet when you visit a website. They stay on your device and are sent back to the website they came from when you visit it again. Cookies collect data and send it to us while you use the site. These are written into mobile apps and web pages that you visit on your device.

What we use cookies for:

- Essential operations, like site navigation
- Allowing you to add items to your basket
- Analysing visitor numbers and behaviours, such as what pages are frequently visited
- Assessing the success of our advertising campaigns, offers and communications
- Targeting suitable advertising messages
- Understanding which Affiliates have helped us reach out to new customers, or have promoted our products on their websites.

What cookies do we use?

Session and persistent cookies

All cookies are either 'session' cookies or 'persistent' cookies.

Session cookies last for the length of your visit to a website. They delete themselves when you close your browser. Session cookies can help with security. For instance, they can keep you signed in as you move around a website.

Persistent cookies stay on your device when you close your browser.

They are used for many jobs. For instance, they can remember your username for websites where you sign in. They can also store your choices for when you go back to a website.

Organisations find them useful to see how people use their websites. They can also be used to tailor the ads and marketing you see on social media, apps and other websites.

First and third-party cookies

Whether a cookie is first, or third party depends on where it comes from.

First party cookies are set by websites you go to.

Third party cookies are set by outside organisations. For instance, you may be on a website that has 'Like' and 'Share' buttons for social network sites. If you click one, the social network site will put a 'third party' cookie on your device. That cookie may then collect data about you and send it to them too. You will need to set your privacy choices on their site, to tell them how they can use your data.

We use our own cookies and others from companies we work with such as social media, search engines, other advertising networks, and our business partners.

We may use four categories of cookie on our websites, based upon the International Chamber of Commerce UK Cookie Guide. These fall under the following categories.

- Strictly Necessary
- Performance
- Functional
- Targeting/Marketing.

Strictly Necessary Cookies

These cookies are needed to run our website, to keep it secure if you are signed in and to obey regulations that apply to us.

If you are a customer, they help us know who you are so that you can sign in and manage your accounts. They also help us keep your details safe and private.

Other important jobs they do are:

- Help you move around the site
- Tell us if you've been to it before and which pages you went to
- Tell us how the site is working, so we can find and fix any problems.

You can't turn off these cookies.

Performance cookies

These cookies tell us how you and our other customers user our website. We combine all this data together and study it. These cookies do not collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how a website works. This helps us to:

- Improve the performance of our services
- Improve the products we provide.
- Collate anonymous aggregated information that is used to manage and plan enhancements to our services
- Tailor the website to customer needs
- Measure advertising effectiveness.

We'll ask for your **consent** to use these cookies.

Functional cookies

These cookies remember choices you make to improve your experience. These cookies are used to recognise you when you return to our website. These cookies are used to provide services (such as videos) or allow the website to remember choices you make (such as your username, language or the region you are in) to provide enhanced, more personal features.

Our use of Functionality Cookies might include:

- remembering preferences you have chosen to customise your experience
- providing live chat functionality.

We do not use Functionality Cookies to target you with adverts on other websites.

Targeting/Marketing Cookies

Targeting/Marketing cookies record your visit to our website, including the web pages you have visited and the links you have followed. These cookies collect information about your browsing habits. We use this information to make our websites and our advertising relevant to your interests and provide this information to third parties.

This information may be used to trigger direct communications with you, for example, to send you automated emails tailored to your interests, unless you have opted out of receiving marketing materials from us.

We may also use information from Targeting Cookies to trigger service support communications.

Targeting Cookies may also be placed by our approved business partners. Targeting Cookies are generally linked to services provided by those third parties e.g. "like" buttons.

Our use of Targeting/Marketing Cookies might include:

- evaluating the effectiveness of our advertising and promotions on third party websites, for example by tracking whether these advertisements are clicked on by users
- assisting in the provision of ads which are relevant to you when browsing the internet
- providing social networks such as Twitter or Facebook with information about your visit to our Websites.

We'll ask for your **consent** to use these cookies.

Other Technologies

Web beacons and pixel tags

These are similar to cookies and allow us to collect information about how you use our website and help us to offer you the best service. We may use web beacons and pixel tags alongside cookies both on our website and in any emails we send to you.

Web beacons and tags are commonly used across many websites and do not harm your computer system.

Further information can be found at http://www.allaboutcookies.org/web-beacons/

How to stop cookies

You can stop cookies from being deployed on your computer by configuring your browser not to accept them or opt-out. Please refer to your browser's 'help' facility.

You can prevent our site from adding any new cookies to your machine if you use the Cookie Consent banner on the site to reject the cookie categories.

If cookies are already on your system, you can delete them. For more information on cookies and deletion of cookies please visit: http://www.allaboutcookies.org/manage-cookies/

Please be aware that restricting or deleting certain cookies can result in difficulties when navigating around websites.

Key 3rd Party Providers

Google Analytics

Our websites use Google Analytics, which is a web analytics service provided by Google.

For more information please see: google analytics

Mention Me

As part of our partnership with Mention Me, it is necessary to apply a Mention Me ID cookie to site visitors. Additional cookies may be used, in line with your chosen preferences.

For more information please see: Mention Me Cookies Explained

Multiple users

If more than one person uses your device, the choices set up by other people will apply to you as well unless you change them. For example, if you share a computer with your

family, you may see ads based on sites they have visited as well as sites you have visited.

Cookies with more than one use

Some of our cookies collect data for more than one use. We will only use these cookies for their essential purposes unless you have given your consent to any other uses they have.

Cookies that are already on your device

Turning off one or more types of cookies will not delete any that have been downloaded in the past. We may still use data we collected up to that point but will stop collecting new data.

List Of Cookies

You can find more information about the individual cookies we use and the purposes for which we use them by contacting support at support@dayinsure.com

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