



Cookie Policy

MS&AD Aioi Nissay Dowa Insurance UK

insure
the 
box

Cookie Policy

What are Cookies?

Cookies are small pieces of information that a site asks your browser to store when you visit that site.

How are Cookies used?

They are widely used to help websites work, or work more efficiently, as well as to provide information to the owners of the site. Cookies are used for different purposes such as:

- helping users to log into a website;
- remembering what's in a shopping basket when shopping for goods online;
- analysing traffic to a website;
- tracking users' browsing behaviour.
- helping organisations with marketing.

What are First and Third Party Cookies?

First party Cookies

These are Cookies we place on your browser when you use our site.

Third party Cookies

These are Cookies we ask our partners to place on your browser when you use our site.

What Cookies do we use?

Strictly Necessary Cookies

These are first party Cookies that we use to help our site work and provide security, network management, and accessibility.

We cannot turn these off, but you can set your browser to block or alert you about these cookies. If you do this, our site may not work properly.

Functional Cookies

These are first party Cookies that we use to help us remember the choices you make and provide personalised features, such as preferred language, your region or accessibility preferences.

We ask consent to place these Cookies on your browser. If you do not consent, some of our services might not work properly.

Analytics Cookies

These are first party Cookies that we use to help us understand more about the performance of our site. They tell us things like how many people have visited and where they have come from. They also tell us how people use our site, such as the pages people spend most time on. These Cookies are aggregated and therefore anonymous.

We ask for consent to place these cookies of your browser, if you do not consent to these Cookies, we will know less about how our site has performed, which means we might not know where improvements need to be made.

Advertising Cookies

These are third party Cookies that may be used to build a profile of about you, so you can be shown adverts which are tailored to your interests. They do not directly store personal information, but are based

on uniquely identifying your browser and internet device.

We ask for consent to place these cookies of your browser. If you do not consent, your adverts will not be personalised.

Detailed Information about the Cookies our Site uses

For detailed information about the type of Cookies used, please see the table below.

Type of cookie	Provider	Name of cookie	Cookie function	Lifespan of cookie
Strictly necessary	insurethebox	cookieawinfo-checkbox-necessary cookieawinfo-checkbox-non-necessary	Determines whether the user has accepted the cookie consent box	1 year
	insurethebox	JSESSIONID	Customer portal used in session tracking. This cookie is used to count the number of sessions created on our site. We use this value in order to scale our backend servers. This cookie expires as soon as you close your browsing session.	Session
Analytics	Bazaarvoice	BVBRANDID	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	1 year
		BVBRANDSID	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	1 day
		BVImplmain_site insurethebox.com HTTP Session	This cookie is used by the website's operator in context with multi-variate testing. This is a tool used to combine or change content on the website. This allows the website to find the best variation/edition of the site.	Session
	Google Tag Manager and Google Analytics	gtm	Google Tag Manager allows us to manage and deploy the tags we use on our website. This cookie works in conjunction with the system and is used to load web script and code into the webpages.	Session
		_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years
		_gat	Used by Google Analytics to throttle request rate.	1 day
		_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day

Advertising cookies These cookies are used to enable you to share pages and content that you find interesting on our website through third party social networking and other websites. These cookies may also be used for advertising purposes too.	Facebook (Targeting / advertising cookies)	_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months
		tr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Session
	DoubleClick (Targeting / advertising cookies)	IDE	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.	Session
		mf_#	Collects data of the user's navigation and interaction on the website in order to personalise the purchasing experience.	Session
		test_cookie	Used to check if the user's browser supports cookies doubleclick.net	Session
		mf_initialDomQueue	We use this cookie to track a user's actions on the site. This helps us to understand which parts of our user interface are/ are not being used to help us understand what parts offer good/bad user experience. This cookie expires when you close your browsing session.	Session
		SCOGID, SCOGID, SCOSID, SCOSN	Measure site performance for Eggplant: beacon.rci.eggplant. cloud	Session
	Google AdWords	ads/ga-audiences	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites.	Session
	Bazaar Voice	BVID	Collects information on which products have been viewed by the visitor - This is used for optimizing the specific visitor's navigation on the website	1 year
		BVISD		1 day
		Sid.gif and st.gif		Session
	LinkedIn (Targeting / advertising cookies)	LinkedIn - BizolD	This cookie allows us to measure the performance of our LinkedIn campaigns. You can find more information on this cookie here .	6 months
		LinkedIn - lidc	This cookie is used by LinkedIn to track the use of embedded services. You can find more information on this cookie here .	1 day

	Twitter (Targeting / advertising cookies)	guest_id	This cookie collects data related to user's visits to the website such as the number of visits, average time spent on the website and which pages have been loaded, with the purpose of personalising and improving the Twitter service. You can find more information here .	2 years	
		personalization_id	This cookie allows users to share posts. You can find more information here .	2 years	
	Pinterest (Targeting / advertising cookies)	_pinterest_sess	This cookie contains user ID(s), authentication token(s) and timestamps. If the person is logged out, authentication tokens are deleted but we leave the cookie present. We use the logged out user ID(s) to optimize the person's experience and measurement.	Session	
		_pinterest_ct, _pinterest_ct_mw, _pinterest_ct_rt	These cookies are identical. They contain a user ID and the timestamp at which the cookie was created.	Session	
		_epik	This cookie is placed by the JavaScript tag based on information sent from Pinterest with promoted traffic to help identify the user.	Session	
		_derived_epik	This cookie is placed by the Pinterest tag when a match is identified when no cookies are present, such as Enhanced Match.	Session	
		_pin_unauth	This cookie is a first party cookie which groups actions for users who cannot be identified by Pinterest.	Session	
		_pinterest_ct_ua	This cookie is identical to _pin_unauth, but as a third party cookie.	Session	
	Functional Cookies	insurethebox	aet-dismiss	Necessary for the functionality of the website's comment-system.	Session
			drafts.queue	Necessary for the functionality of the website's comment-system	Session
G_ENABLED_IDPS			Used for secure login to the website with a Google account	Session	
NID			Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.	Session	
submitted_posts_cache			Necessary for the functionality of the website's comment-system.	Session	

Where can I get more information about Cookies?

For more information about Cookies and your rights, we recommend you visit the ICO at [Cookies | ICO](#)