

## **REAL INSURANCE COOKIE POLICY**

### **Cookies**

As a general rule The Real Insurance Group (or any of its trading styles) websites do not place any intrusive cookies onto your computer or mobile device.

The main cookies we do use are required for our analytics software, they collect information about customers browsing experience when on our website and the results are used to develop and improve it. They do not collect personally identifiable information or track your movements between different websites.

### **How we use cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline our cookies. Most web browsers automatically accept cookies, but you can usually modify your browser settings to decline cookies if you prefer. This may however prevent you from taking full advantage of our website.

We take your privacy very seriously and comply with UK, EU and GDPR Legislation on handling data and privacy.

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