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We may update this policy regularly; please check back to see changes based on Technology, Regulatory Compliance and Data Protection.

You should be aware that when you access or use our content, products and services, we may collect information from your device(s) using 'cookies'. Cookies perform various functions, and the purpose of this policy is to give you a clearer understanding of:

- What Is A Cookie
- Why Do We Use Cookies?
- How We Use Cookies
- How You Can Control the Use of Cookies

What Is A Cookie

A cookie is a small text file that is saved to your computer or mobile device and acts to remember your browsing history, preferences and improve performance. Your browser makes cookies available each time you visit our website.

Why Do We Use Cookies?

Cookies are used by our website to improve your online experience and to ensure that relevant content and functions are delivered and used more effectively.

How We Use Cookies

We use both session cookies and persistent cookies to perform various functions across our sites. Session cookies are downloaded to your device temporarily for the period that you browse a website; these cookies might allow you to navigate between pages more efficiently or enable the website to remember the preferences you select. Persistent cookies can be used to help the website remember you as a returning visitor or ensure the online adverts you receive are more relevant to your interests.

Cookies do not identify you but act to link your web browsers to the server providing content. This allows a more personal service which remembers your site visit preferences. Cookies and Web beacons can remember which Ads were displayed and customise the ongoing website experience.

When you visit our website, Cookies will be placed on your device in two ways. Cookies placed by Altitude Insurance Ltd, as the site operator, are called "first party" Cookies. Cookies may also be placed on your device by a party other than Altitude Insurance Ltd, such cookies are known as "third party" cookies. Examples of the uses of third party cookies include collecting information about browser habits and providing tailored content to you.

We may partner with or receive services from third parties which you can visit from our website. We may also embed external content and features from such third parties within our website (e.g. social media networks such as LinkedIn, Facebook and Twitter). We do not control the content or links that appear on these sites and are not responsible for the practices employed by website linked to or from our Site. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our Site, is subject to that website's own terms and policies.

While there are many different uses for first and third-party cookies, the cookies used by us all fall into one of the following four main categories of cookies:

- Necessary Cookies
- Functionality Cookies
- Performance Cookies
- Third Party Marketing / Targeting Cookies

Set out below is more information on these categories of cookies, including their purpose and whether these cookies collect personal data:

Necessary cookies: These are used to manage your website visit, they provide features such as encryption for data and user login plus e-commerce shopping cart choices.

Purpose:	These cookies are strictly necessary to enable you to navigate our website and to use the features you have requested during your online experience with us. They are used to provide content to you, as a user, and to provide products and services that you have requested. Such cookies are essential to help your device download or stream information so that you can navigate around our website, use its features and allow you to return to pages you have previously visited.
More Information:	Here is an example of a strictly necessary cookie; to position information on your device or screen so that you can see and use our website. These cookies do not remember your preferences beyond your current visit.
Data Collection:	Yes, some of these cookies do collect your personal data in order to function. They may collect the following types of personal data: <ul style="list-style-type: none"> • IP address • Location data
Cookie Validity:	These cookies are deleted when you close your web browser (browser session).

Functionality cookies: These cookies allow your browser to operate more effectively i.e. your language choice or menu preferences. They can also be used to provide services you request, such as viewing videos or social media integration.

Purpose:	These cookies are used to recognise you when you return to our website and allow us to remember the choices you make and to enable us to provide improved features. They also enhance the functionality of our website by storing your preferences. Functional cookies record information about choices you've made (such as language preference) and allow us to provide more personal features.
More Information:	Here are some examples of the uses of functionality cookies: <ul style="list-style-type: none"> • To remember your preferences and settings such as language, location and marketing preferences, since your last visit; • To show you relevant 'related article' links.
Data Collection:	Some of these cookies do collect your personal data, to enable us to provide the services as outlined above.
Cookie Validity:	Functional cookies expire after a maximum 2 years. Functionality cookies can be deleted from your browser history at any point before their expiry time.

Analytical cookies: These cookies track user statistical visit data such as country, browser type and pages visited.

Purpose:	These cookies are used to collect information on website usage. Such cookies are used to provide aggregated statistics on visitors to our website. These statistics are used for internal purposes to help us to test and improve the performance of our website, providing a better user experience.
More Information:	Here are some examples of the uses of performance cookies: <ul style="list-style-type: none"> • To provide statistics on how our website are used; • To see how effective our adverts are; and • To assess errors within the user experience. Additionally, we may use a number of tools to assess cookie information at an aggregate level to carry out analytical functions on our site.
Data Collection:	While these cookies do not identify you personally while you are not logged in, they will collect your browser information and anonymised data, for the purposes outlined above. In certain cases, some of these cookies are managed by third parties, these third parties are

	not capable of using these cookies for any purpose other than those outlined above, and they are unable to identify with these cookies.
Cookie Validity:	Performance cookies are valid for varying periods. Some performance cookies are deleted once you close your browser, while others have an indefinite validity period. Such cookies can be deleted at any stage using your browser settings.

Third Party Marketing/ Targeting cookies: These cookies remember which features or Ads you were presented with and can display the same or related content to provide you with a content that may be of more interest to you.

Purpose:	These cookies are used to deliver Altitude Insurance Ltd advertisements relevant to you, based upon your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of an advertising campaign.
More Information:	These cookies record your visit to our website, the pages you have visited and the products you have selected. We will use this information to make our website and the advertising displayed more relevant to your interests. We may also share this information with third parties for this purpose and to measure the effectiveness of an advertising campaign. Targeting cookies are also used to: <ul style="list-style-type: none"> • Collect information about browser habits to target website content and to target advertising; • Link to social media networks who may use this information about your visit to target advertising to you; • To provide advertisers with information on your visit so that they can present you with adverts that you may be interested in; • Deliver content and marketing communications tailored to your interests based on information from your visit; • To perform site retargeting. A retargeting pixel (a tiny unit of code) on our webpage leaves a cookie in the user's browser, which causes our adverts to be displayed or to not be displayed to you when you visit certain website within the retargeting network; • To perform search retargeting, which allows our adverts to be displayed on third party webpages, based upon your previous web search activities.
Data Collection:	Third parties (including, for example, advertising networks and providers of external services like



	web traffic analysis services) may also use cookies on our website. These cookies are likely to be analytical/performance cookies or targeting cookies. Please note that no personal data is collected, an advertiser is unable to associate the cookie with a particular individual's name, address or other personal information. These cookies are placed by third party advertising networks with our permission.
Cookie Validity:	Third party cookies are valid for varying periods. Some cookies expire up to 13 months after they are last updated.

How You Can Control the Use of Cookies

You can control how cookies are used on your web browser by changing the settings; open the browser help menu and access settings to block or erase cookie activity. Please be aware that if you block cookies from the website, some or all the website's functions may not perform as intended.

Mobile phone users may have to refer to their handset manual for details on how to block cookies using their mobile browser.

Contact Us

If you have any questions about how we use Cookies, you can contact us by emailing office@altitudeinsuranceltd.com

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