

Irish Life Health Cookies Policy

WHAT IS A COOKIE?

Cookies are data, stored in small text files on your computer. The cookie allows the website to “remember” your actions or preferences over a period of time.

Additionally we use HTML local storage. This was introduced with HTML and is a more secure alternative to cookies. This allows websites to save data into the web browser. There are two types of storage - session and persistent. Session Storage only exists until the visitor closes their web browser. Persistent storage remains until it is deleted by the visitor. On irishlifehealth.ie we use some persistent local storage. We use this to store settings and configurations for some of the components we use, such as sliders and tables. This is not personal data and unlike cookies, it is not transmitted back to servers.

We use cookies and other tracking technology on this website to create a better experience for you. Like all websites based in Ireland, we need your permission to store and access cookies on your device. You can control the categories of cookies enabled on this device by selecting one of the consent options offered to you when you first visit the site, or at any time by accessing this page and selecting from the options below.

We will retain your consent for a period of 6 months after which we will seek your consent again.

Some of the cookies we use are **Strictly Necessary**, so our website can work properly, and do not need your consent. These will deploy when you visit our site, or when you request a service such as the Irish Life Health Member Portal. We have split the remaining cookies into three categories, **Statistics**, **Functional** and **Marketing**. You can choose whether to allow each of these categories separately by choosing the Allow Section button, and your choice can be changed at any time by accessing this webpage and choosing from the options below.

Cookies can be for the session only, which means they are live for the browsing session only, or persistent, which means they continue for some time after the session. You can see the duration for each cookie in the detailed table below.

In the **Statistics** category of cookies we have cookies that are used to gather statistics on how the website is used, the number of visitors, how long they spend on the site and how often the same devices visit our site. The information gathered includes IP addresses, device identifiers which allows for aggregate reporting of statistics. No individual data is retained by Irish Life Health and we cannot identify users or devices individually. We have Google Analytics installed on our website with cookies (`_ga`, `_gat` and `_gid`) provided by Google to enable this analytics service. Data is shared with Google through this service which may be combined

with other data that Google holds to become personally identifiable information. We also use Qualtrics to run anonymous surveys and let website users rate their experience on our website, with the purpose of improving our digital services. When a survey is active, Qualtrics needs some Statistical cookies to determine if a survey should be shown on a specific URL or add a timestamp to a response: QSI_History, Q_INTER, QSI_ActionSetHistory and QSI_HistorySession.

Statistical cookies will only be enabled on our websites where you consent to Statistics cookies.

In the **Functional** category of cookies we have cookies that are used to provide additional website functionality and to store users preferences in how the site is presented. Some examples of additional functionality includes the provision of our webchat services, which are provided by Zendesk and Genesys, data processors who act on our behalf. Cookies are used to remember your language and preferences.

In the **Marketing** category we include cookies which collect data to help us to understand where we can make website improvements or ensure that we give you information, advertising and an overall service that is more relevant to you. We include third party cookies and have set out further details in the table below the third parties who will also receive information about your website visit from these cookies. We use cookies to enable digital advertising for us, and for others in the adtech sector. We have cookies included for Google, Double Click (IDE, NID, Testcookie) which provides data and personal information to them as well as to us.

Information is collected through our cookies about your device, your browsing history, where you visited before you came to our website, and where you visit afterwards. This includes pixel trackers and floodlights, tracking tools which provide information on what pages you have opened. The information gathered through these cookies is used by website publishers to auction space on the page you are viewing. The process can involve many companies, and happens in milliseconds. We use digital advertising and will bid for space on other website pages, such as those owned by media companies. We use some behavioural targeting, but we restrict this to broad categories of users who may be interested in our products and services.

We use cookies together with Social Media platforms such as Facebook. Some cookies (_fbp, fr, and tr) are used to track advertising, retargeting and events on the website, allowing us to understand how are adverts are performing and to optimise campaigns.

We do not include Marketing cookies within our customers individual on-line services such as the Member Portals or Online services. Marketing cookies will only be enabled on our website where you consent to marketing cookies. To disable cookies on third party sites including [Google](#) and [Facebook](#) you would need to visit their websites and platforms and follow instructions there.

Your consent applies to the following domains: www.irishlifehealth.ie

STRICTLY NECESSARY (10)

Strictly Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

Name	Provider	Purpose	Expiry	Type
.AspNetCore.Antiforgery.#	www.irishlifehealth.ie	Helps prevent Cross-Site Request Forgery (CSRF) attacks.	Session	HTTP Cookie
.AspNetCore.Correlation.#	www.irishlifehealth.ie	Used on our portals for authentication and authorisation of users.	6 days	HTTP Cookie
.AspNetCore.OpenIdConnect.Nonce.#	www.irishlifehealth.ie	Used on our portals for authentication and authorisation of users.	1 day	HTTP Cookie
ASP.NET_SessionId	www.irishlifehealth.ie	Essential and throughout the site. ASP.NET issues a cookie called ASP.NET_SessionId. This cookie contains the user's session ID and the cookie will expire at the end of the session (when you close your browser). This cookie does not store personal data about you.	Session	HTTP Cookie
CMSCsrf Cookie	www.irishlifehealth.ie	Ensures visitor browsing-security by preventing cross-site request forgery. This cookie is essential for the security of the website and visitor.	Session	HTTP Cookie
Cookie Consent	Cookiebot	Stores the user's cookie consent state for irishlifehealth.ie	1 year	HTTP Cookie
cookietest	Qualtrics	This cookie is used to determine if the visitor has accepted the cookie consent box.	Session	HTTP Cookie
filterCookie	www.irishlifehealth.ie	This cookie is required for the filter functionality on the website.	1 day	HTTP Cookie
TS#	www.irishlifehealth.ie	Used on our portals for authentication and authorisation of users	Session	HTTP Cookie
WebView	www.irishlifehealth.ie	Used by our web applications to manage authentication and authorisation tokens	Persistent	HTML Local Storage

FUNCTIONAL (20)

Functional cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region that you are in.

Name	Provider	Purpose	Expiry	Type
_genesys.widgets.inFocus	apps.mypurecloud.ie	Local storage setting to record the state of the widget - enabled, visible, in focus, ready	Persistent	HTML Local Storage
bid_il2gdtddid00h0alg1bqrkuv7vm98jr0r	api.boxever.com	This cookie persists the browser ID between sessions. It generates a Universally Unique Identifier (UUID) that is unique per browser until the cookie expires or is deleted.	2 years	HTTP Cookie
boxever_test	Amazon	The boxever_test cookie checks that the other cookies are working as expected then is immediately removed from the visitor's device.	1 day	HTTP Cookie
bx_bucket_number	Amazon	The bx_bucket_number cookie allocates the website visitor to a specific variant. It performs allocation for each Web Experiment that is live on the site during the particular session. This session cookie is only stored for the duration of the session.	Session	HTTP Cookie
bx-excessive-page-experience-fired	www.irishlifehealth.ie	Should a user visit a relatively high number of pages in a session, a popup is triggered to offer assistance in making contact to assist with their search.	Session	HTML Local Storage
bx-exit-intent-ilh-experience-fired	www.irishlifehealth.ie	This is browser session storage that lasts for the duration of the session. This is simply to determine if the user has seen the Exit Intent experience during the session.	Session	HTML Local Storage
CMSPreferred Culture	www.irishlifehealth.ie	The cookie determines the preferred language and country-setting of the visitor - This allows the website to show content most relevant to that region and language.	1 year	HTTP Cookie

Name	Provider	Purpose	Expiry	Type
plan	www. irishlifehealth.ie	Pending	Session	HTML Local Storage
tADe	www. irishlifehealth.ie	This is a local setting which serves the purpose of content delivery and presentation. It is used by sliders and filters on the website.	Persistent	HTML Local Storage
tADu	www. irishlifehealth.ie	This is a local setting which serves the purpose of content delivery and presentation. It is used by sliders and filters on the website.	Persistent	HTML Local Storage
tAE	www. irishlifehealth.ie	This is a local setting which serves the purpose of content delivery and presentation. It is used by sliders and filters on the website.	Persistent	HTML Local Storage
tC	www. irishlifehealth.ie	This is a local setting which serves the purpose of content delivery and presentation. It is used by sliders and filters on the website.	Persistent	HTML Local Storage
tMQ	www. irishlifehealth.ie	This is a local setting which serves the purpose of content delivery and presentation. It is used by sliders and filters on the website.	Persistent	HTML Local Storage
tnsApp	www. irishlifehealth.ie	This is a local setting which serves the purpose of content delivery and presentation. It is used by sliders and filters on the website.	Persistent	HTML Local Storage
tSP	www. irishlifehealth.ie	This is a local setting which serves the purpose of content delivery and presentation. It is used by sliders and filters on the website.	Persistent	HTML Local Storage
tTDe	www. irishlifehealth.ie	This is a local setting which serves the purpose of content delivery and presentation. The cookies keep the correct state of font, blog/picture sliders, color themes and other website settings.	Persistent	HTML Local Storage

Name	Provider	Purpose	Expiry	Type
tTDu	www.irishlifehealth.ie	This is a local setting which serves the purpose of content delivery and presentation. It is used by sliders and filters on the website.	Persistent	HTML Local Storage
tTE	www.irishlifehealth.ie	This is a local setting which serves the purpose of content delivery and presentation. It is used by sliders and filters on the website.	Persistent	HTML Local Storage
tTf	www.irishlifehealth.ie	This is a local setting which serves the purpose of content delivery and presentation. It is used by sliders and filters on the website.	Persistent	HTML Local Storage
Widgets.ready	apps.mypurecloud.ie	Local storage setting to record the state of the widget - enabled, visible, in focus, ready	Session	HTML Local Storage

STATISTICS (10)

Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.

Name	Provider	Purpose	Expiry	Type
_dc_gtm_UA-#	Google	Used by Google Tag Manager to control the loading of a Google Analytics script tag.	1 day	HTTP Cookie
_ga	Google	This cookie is associated with Google Analytics. It is used to distinguish unique users by assigning a randomly generated number a client identifier. It is included in each page request in a site and used to calculate visitor's session and campaign data for the sites' analytics reports.	2 years	HTTP Cookie
_gat	Google	This cookie is associated with Google Analytics. It is used to throttle the request rate – limiting the collection of data on high traffic sites.	1 day	HTTP Cookie

Name	Provider	Purpose	Expiry	Type
_gid	Google	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day	HTTP Cookie
collect	Google	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	Session	Pixel Tracker
Q_INTER	Qualtrics	Identifies a visit to optimize website usage analysis. No personal data is recorded.	Persistent	HTML Local Storage
QSI_ActionSet History	Qualtrics	Assigns a specific ID to the visitor - This allows the website to determine the number of specific user-visits for analysis and statistics.	Persistent	HTML Local Storage
QSI_History	Qualtrics	Used to detect whether the user has responded to surveys presented on the website. The purpose of the surveys are website optimization.	Session	HTML Local Storage
QSI_History Session	Qualtrics	A Qualtrics cookie which stores what pages a visitor has visited for the current session.	Session	HTML Local Storage
vuid	Vimeo	Collects data on the user's visits to the website, such as which pages have been read.	2 years	HTTP Cookie

MARKETING (7)

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers.

Name	Provider	Purpose	Expiry	Type
_fbp	Facebook	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months	HTTP Cookie
_gaexp	Google	This cookie is used by Google Analytics to determine if the visitor is involved in their marketing experiments.	49 days	HTTP Cookie
_gcl_au	Google Tag Manager	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	3 months	HTTP Cookie
ads/ga-audiences	Google	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	Pixel Tracker
IDE	Google	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 efficiency of an ad and to present targeted ads to the user.	1 year	HTTP Cookie
test_cookie	Google	Used to check if the user's browser supports cookies.	1 day	HTTP Cookie
tr	Facebook	Facebook tracking pixel to build an audience of users.	Session	Pixel Tracker