



Asurion Cookie Policy

What is a cookie?

Cookies are text files containing small amounts of information which are downloaded to your personal computer, mobile or other device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognises that cookie. Cookies are useful because they allow a website to recognise a user's device.

We use a system of classifying the different types of cookies which we use on the Website, or which may be dropped by third parties through our websites. The classification was developed by the International Chamber of Commerce UK and explains more about which cookies we use, why we use them, and the functionality you will lose if you decide you don't want to have them on your device.

The classifications are:

Persistent cookies These cookies remain on a user's device for the period of time specified in the cookie. They are activated each time that the user visits the website that created that particular cookie.

Session cookies - These cookies allow website operators to link the actions of a user during a browser session. A browser session starts when a user opens the browser window and finishes when they close the browser window. Session cookies are created temporarily. Once you close the browser, all session cookies are deleted.

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improve the user experience. They can also help to ensure that adverts you see online are more relevant to you and your interests. You can also elect to block all cookies by using the cookie blocking options built into your browser software. Please note, however, that if you do decide to block cookies, some parts of this website may not function correctly.

You can find more information about cookies at allaboutcookies.org and youronlinechoices.eu.

Cookies used on the Website

This Website uses Session Cookies and Persistent Cookies.

Session Cookies are used by the server to store information about user activities. They allow users to be recognised within the website.

The data collected by Persistent Cookies is used for managing the performance and design of the site. These cookies will remain on your device until removed by the user following the browsers cookie removal instructions.

Purposes of Cookies

These cookies:

- Improve how this website works based on information (e.g., which links are used and which pages; are visited most frequently by a user);
- Maintain user preferences including remembering the user's PC/browser or other device to ensure any page changes or item or data selection done is "remembered" when that user moves between pages;
- Keep a user logged in to the website as a registered user when moving between pages;
- Direct a user to the correctly branded pages depending on where the user purchased mobile phone insurance package including a check to ensure a user may activate any security app provided as part of their mobile phone insurance cover. At that stage, basic session cookies are used to direct a user to the correctly branded pages to ensure their activated security app facility links back to the insurance coverage as purchased by them.
- Improve the security of the Website;
- Allow us to recognise and count the number of visitors and to see how often visitors return to the site, how long they stay and how visitors move around our site when they are using it.

We also may use analytics service providers for website traffic analysis and reporting. Analytics service providers generate statistical and other information about the use of this Website by using cookies. The information generated relating to the site may be used to create reports about the use of the site and the analytics service provider will store this information.

Third parties are permitted to set cookies on this website for analytics and security purposes. We do not permit cookies for marketing or advertising purposes.