Liberty Insurance Managing Cookies

In the following tables we outline the cookies used on www.libertyinsurance.ie as of 23/6/2015.

1st Party Cookies

Cookie Name	Typical Value	Purpose	Expires
TLTSID	062508A410181010092ECB	A cookie used to manage the onsite customer experience, via a tool called Tealeaf We use the tool to alert us of on site problems and for reporting purposes	End of browser session
TLTUID	062508A410181010092ECB		End of browser session
BIGipServerVLWEPIE-EXTWBxx_HTTP8090	rd1160o000000000000000	Utilised in maintaining session persistence on Liberty Insurance hardware infrastructure.	End of browser session
BIGipServerVLWEPIE-EXTWBxx_HTTPS_8091	rd1160o000000000000000.		
libertyCookieNotice	Accepted	Facilities the displaying of the cookie policy prompt.	30 Days
gb-region-on		Content Management System based cookie for controlling the display of branding and colour themes for website pages.	End of browser session
JSESSIONID	000Lwljifv3r0T7VcaWsu31M1y: 184m5pdok	Security cookie	End of browser session
ifiCorpUnit	GEI	Quote engine localisation cookie.	1 Day
Liberty		The purpose of this cookie is to set a max time-out threshold of 20 minutes once the customer enters the quote journey.	End of browser session

3rd Party Cookies

In addition to the above cookies set by Liberty Insurance, a number of cookies are also set by our partners.

Google Analytics (Traffic Management)

To opt out of being tracked by Google Analytics across all websites visit
https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage

Cookie Name	Typical Value	Purpose	Expires
__utmt	1	Google Analytics cookies are utilised to collect information on how visitors use and interact with our website. This information is used for generating reports around website performance and helps us develop, enhance and improve the site. Google Analytics cookies do not collect any Personal Identifiable Information therefor the collected information is in an anonymous form, which includes the volume of visitors to the site, how the visitors came to the website and what pages they have visited or interacted with.	10 Minutes
__utma	121636628.2		2 years from set/update
__utmb	121636628.1.10.1434013190		30 mins from set/update
__utmc	121636628		End of browser session
__utmz	121636628.1434013190.		6 months from set/update
__utmv	Used to store visitor-level custom variable data		2 years from set/update

Google's DoubleClick Cookies (Ad Serving)

To find out more, please visit:

http://www.google.ie/policies/privacy/ads/

http://www.google.ie/policies/privacy/partners/

http://www.appnexus.com/cookies

Cookie Name	Typical Value	Purpose	Expires
Id	22628ff00e02	DoubleClick cookies are used for the function of serving digital advertisements on other websites. Some web pages on our website may include electronic images denoted as tags, pixels or transparent GIFs. Said tags enable us to track user interactions on these pages and generate behaviour reports around completed interactions.	6 Months
px	AAA3GvdV7_UJ		4 Months
opt	0		1 Year
pb	AAAOajpVhn0J	Doubleclick 'Floodlight Tags' are used to measure the effectiveness of online marketing campaigns	2 Months
cid	8f121f1d4a20		1 Year
anj	dTM7K!M4.NDunaTDgErEg0g%if[#Mi%phwSNia4xO3g#!:LJqDdH	Used by Appnexus to sync cookie ID's with partner vendors.	1 Month
sess	1	Utilised by AppNexus for testing of browser configuration to accept cookies from appNexus.	4 Months
uuid2	7430107917275545274	Enables AppNexus to distinguish between browsers and devices.	3 Months

QuantCast (Ad Serving)

To find out more, please visit https://www.quantcast.com/opt-out/

Cookie Name	Typical Value	Purpose	Expires
d	__qca	QuantCast cookies used to measure the effectiveness of online marketing campaigns and help with target advertising	3 Months
mc	__qca		18 months

Circulator (Campaign Tracking)

To find out more, please visit http://www.circulator.com/

Cookie Name	Typical Value	Purpose	Expires
libertyinsurance.circulator.com	ASP.NET_SessionId	Circulator cookie used to measure the effectiveness of email marketing campaigns	End of browser session
826_CartSessionID_LinkClick	GEI/QMP/123456		End of browser session
826_SendingID	1265719		End of browser session
826_SubscribedID	16495264		End of browser session
_ga	GA1.2.785433576.1544722846		1 Year
_gat	1		1 Day

Qualtrics (Surveying Tool)

To find out more, please visit http://www.qualtrics.com/university/site-intercept/intercepts/intercept-options/intercept-display-options/

Cookie Name	Typical Value	Purpose	Expires
QSI_History Session	14344581391297	Facilities the promoting of website feedback surveys and dynamic content as part of Qualtrics Site Intercept.	End of browser session

Optimizely (AB Testing Tool)

To find out more, please visit https://help.optimizely.com/hc/en-us/articles/200040335-How-Optimizely-Works-Snippet-order-of-execution-JavaScript-evaluation-timing-and-cookies

Cookie Name	Typical Value	Purpose	Expires
optimizelyEndUserId	oeu1383080393924r0.5047421827912331	Contains the end user's unique identifier. It is a combination of a timestamp and random number.	10 years
optimizelyBuckets	138736319	JSON of the experiments and variations that a user	10 years

		has been bucketed into.	
optimizelySegments	139230617	Stores JSON of the user's audience and dimension information (e.g., browser, campaign, mobile, source type, custom dimensions).	10 years
optimizelyRedirect	libertyinsurance.ie/car-insurance/	In the case of a redirect experiment, stores the user's original referring URL. This helps both detect a redirect loop.	5 seconds
optimizelyPendingLog Events	%5B%5D	Used as a cache of a user's actions between tracking calls. When the tracking call is made the cookie will be wiped. This is to ensure that all events are tracked even if the user is committing actions in rapid succession.	15 seconds

Turn Cookies (Ad Serving)

To find out more, please visit http://www.turn.com/privacy

Cookie Name	Typical Value	Purpose	Expires
uid	7920626055372000000	Used to deliver online ads and report on their effectiveness	180 Days