



Irish Life

IRISH LIFE CORPORATE BUSINESS COOKIE POLICY



THIS IS THE COOKIE POLICY FOR THE WEBSITE

www.irishlifecorporatebusiness.ie

We also have a Website Use Policy which can be found [here](#)

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 '**Manage Cookies**' in the footer of all our webpages.



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

STRICTLY NECESSARY COOKIES

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.

STATISTICS, FUNCTIONAL AND MARKETING COOKIES

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 when you first visit the site, and your choice can be changed at any time by '**Manage Cookies**' in the footer of all our webpages.

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 tables overleaf.

- 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 and we cannot identify users or devices individually. We have Google Analytics installed on our website with three cookies (ga, git and gad) 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. 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. Functional cookies will only be enabled on our websites where you consent to Functional cookies. Currently no Functional Cookies are used in the site.
- 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 overleaf about the third parties who will also receive information about your website visit from these cookies.

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. Billions of online ads are placed on webpages and apps in this way every day.

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.

Marketing cookies will only be enabled on our website where you consent to marketing cookies.

Currently no Marketing Cookies are used in the site.

STRICTLY NECESSARY COOKIES

| NAME | PROVIDER | PURPOSE | EXPIRY | TYPE |
|---------------|-----------|--|---------|-------------|
| has_js | Cookiebot | This cookie is used to indicate whether the user's browser has enabled javascript. | Session | HTTP Cookie |
| CookieConsent | Cookiebot | Stores the user's cookie consent state for the current domain | 1 Year | HTTP Cookie |

STATISTIC COOKIES

| NAME | PROVIDER | PURPOSE | EXPIRY | TYPE |
|------|----------|--|----------|-------------|
| _ga | Google | Registers a unique ID that is used to generate statistical data on how the visitor uses the website. | 6 months | HTTP Cookie |
| _gat | Google | Used by Google Analytics to throttle request rate | 1 day | HTTP Cookie |
| _gid | Google | Registers a unique ID that is used to generate statistical data on how the visitor uses the website. | 1 day | HTTP Cookie |

FUNCTIONAL COOKIES

IrishLifeCorporateBusiness.ie does not have any functional cookies set on this website.

MARKETING COOKIES

IrishLifeCorporateBusiness.ie does not have any marketing cookies set on this website.

CONSENT

Your consent applies to the following domain: www.irishlifecorporatebusiness.ie

Cookie declaration last updated on 02/10/2020 by Cookiebot:

Information correct as of October 2020.

Please Note: Every effort has been made to ensure that the information in this publication is accurate at the time of going to press. Irish Life Assurance plc accepts no responsibility for any liability incurred or loss suffered as a consequence of relying on any matter published in or omitted from this publication. Readers are recommended to take qualified advice before acting on any of the matters covered.

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Irish Life Assurance plc is regulated by the Central Bank of Ireland.
In the interest of customer service we may record and monitor calls. Irish Life Assurance plc,
Registered in Ireland number 152576, Vat number 9F55923G.
For more up-to-date information, see www.irishlifecorporatebusiness.ie.

