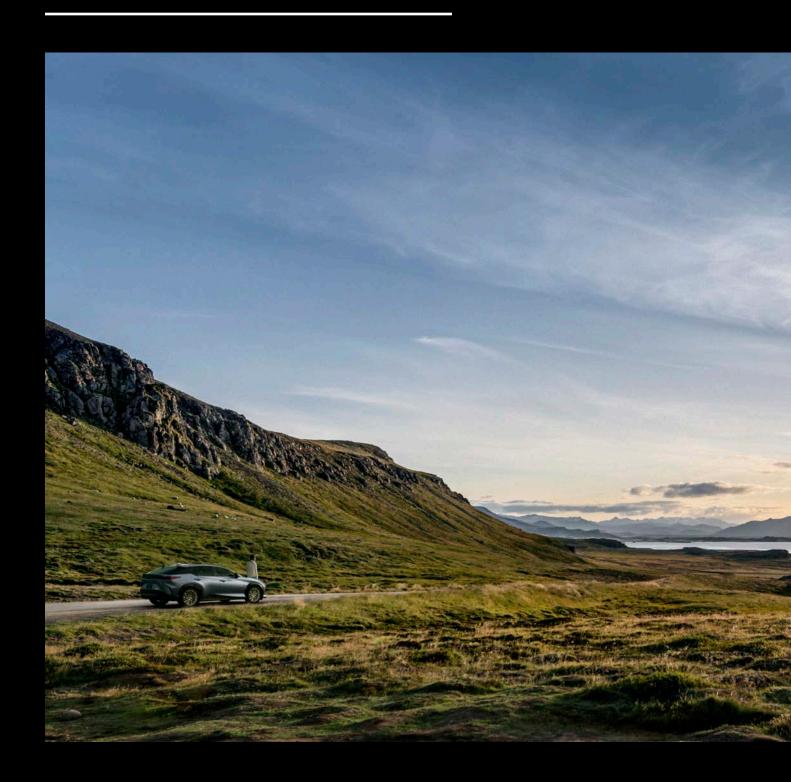# COOKIE POLICY
MOTOR INSURANCE

COOKIE POLICY INFORMATION

Lexus Motor Insurance ("we") are committed to protecting and respecting your privacy. On this page we describe how we may make use of any personal data that you may supply to us when you visit this website. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

A cookie is a small piece of data sent from our web page and stored in your web browser, mobile phone, or other device while you are using our website. It helps the page recognise your device the next time you visit, provides you with access to certain functions, and understands your website journey. Cookies are very common web technology - most websites use cookies.

Our website uses cookies to distinguish you from other users on our website. This helps us to provide you with a better experience when you browse our website and also allows us to make improvements to our site. You can read more about the different types of cookies we use in the list below.

HOW ARE COOKIES USED?

They are widely used to help websites work, or work more efficiently, as well as to provide information to the owners of the site. Cookies are used for different purposes such as:

- helping users to log into a website;
- remembering what's in a shopping basket when shopping for goods online;
- analysing traffic to a website;
- tracking users' browsing behaviour.
- helping organisations with marketing.

WHAT ARE FIRST AND THIRD PARTY COOKIES?

FIRST PARTY COOKIES

These are Cookies we place on your browser when you use our site.

THIRD PARTY COOKIES

These are Cookies we ask our partners to place on your browser when you use our site.

WHAT COOKIES DO WE USE?

STRICTLY NECESSARY COOKIES

These are first party Cookies that we use to help our site work and provide security, network management, and accessibility. These cookies are essential and without them you would not be able to use the website as intended.

FUNCTIONAL COOKIES

These cookies help us to personalise your visit, by remembering the choices you make and provide personalised features, such as preferred language, your region or accessibility preferences.

We ask consent to place these Cookies on your browser. If you do not consent, some of our services might not work properly.

ANALYTICS COOKIES

These are first party Cookies that we use to help us understand more about the performance of our site. They tell us things like how many people have visited and where they have come from. They also tell us how people use our site, such as the pages people spend most time on. These Cookies are aggregated and therefore anonymous.

We ask for consent to place these cookies of your browser, if you do not consent to these Cookies, we will know less about how our site has performed, which means we might not know where improvements need to be made.

ADVERTISING COOKIES

These are third party Cookies that may be used to build a profile of about you, so you can be shown adverts which are tailored to your interests.

They do not directly store personal information, but are based on uniquely identifying your browser and internet device.

We ask for consent to place these cookies of your browser. If you do not consent, your adverts will not be personalised.

DETAILED INFORMATION ABOUT THE COOKIES OUR SITE USES

For detailed information about the type of Cookies used, please see the table below.

TYPE OF COOKIE	PROVIDER	NAME OF COOKIE	COOKIE FUNCTION	LIFESPAN OF COOKIE
Strictly necessary	Lexus Motor Insurance	cookielawinfo-checkbox-necessary cookielawinfo-checkbox-non-necessary	Determines whether the user has accepted the cookie consent box	1 year
Strictly necessary	Lexus Motor Insurance	JSESSIONID	Customer portal used in session tracking. This cookie is used to count the number of sessions created on our site. We use this value in order to scale our backend servers. This cookie expires as soon as you close your browsing session.	Session
Analytics	Google Tag Manager and Google Analytics	gtm	Google Tag Manager allows us to manage and deploy the tags we use on our website. This cookie works in conjunction with the system and is used to load web script and code into the webpages.	Session
		_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years
		_gat	Used by Google Analytics to throttle request rate.	1 day
		_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day
Advertising cookies	DoubleClick (Targeting / advertising cookies)	IDE	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 efficacy of an ad and to present targeted ads to the user.	390 Days
		mf_#	Collects data of the user's navigation and interaction on the website in order to personalise the purchasing experience.	Session
		test_cookie	Used to check if the user's browser supports cookies doubleclick.net	Session
		mf_initialDomQueue	We use this cookie to track a user's actions on the site. This helps us to understand which parts of our user interface are/are not being used to help us understand what parts offer good/bad user experience. This cookie expires when you close your browsing session.	Session
		SCOGID, SCOGID, SCOSID, SCOSN	Measure site performance for Eggplant: beacon.rci.eggplant. cloud	Session
	Google AdWords	ads/ga-audiences	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

Functional Cookies	Lexus Motor Insurance	aet-dismiss	Necessary for the functionality of the website's comment-system.	Session
		drafts.queue	Necessary for the functionality of the website's comment-system	Session
		G_ENABLED_IDPS	Used for secure login to the website with a Google account.	Session
		NID	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.	Session
		submitted_posts_cache	Necessary for the functionality of the website's comment-system.	Session

WHERE CAN I GET MORE INFORMATION ABOUT COOKIES?

For more information about Cookies and your rights, we recommend you visit the ICO at Cookies | ICO

LEXUS

INSURANCE
SERVICES