

AA Ireland Cookie Policy

Last Review Date: October 2020

This notice explains to you the use of cookies and similar tracking technologies on theaa.ie

What is a Cookie?

A cookie is a small text file stored on your computer or mobile device that contains data related to a website you visit. Cookies have a number of uses. They are used to ensure that a website functions properly as you might expect it to. Cookies also allow websites to 'remember' your browsing habits or preferences over a period of time. Cookies may be set by AA Ireland as the website operator directly ("first-party cookies") or in some cases, by another third-party service provider ("third-party cookies"). In the latter scenario, cookies deployed for social media, advertising or analytics purposes. AA Ireland will only be able to directly recognise the information contained on first-party cookies.

Other Tracking Technologies:

There are other technologies which we deploy which track behaviour on our website. 'Tracker Pixels' are a means of allowing us to check whether you have viewed our content. These "pixels" are essentially tiny, invisible images on our web pages that, once loaded, will communicate your interaction with our content. This allows us to gauge the validity of material being presented to you as well as the time of said interactions.

Our cookies and other tracking technologies do not affect the security of your devices.

Third-Party Cookies and other Tracking Technologies

We avail of third-party technologies across our site. These technologies help us to understand how you use the site and the ways in which we can improve your user experience. These technologies may track certain information such as the pages you visit across our site as well as how long your visit lasts. This allows us to continue providing engaging content.

We also use social media plugins on this site that allow you to view videos and otherwise interact with certain content. In order for these technologies to work, trusted third-parties will set cookies and tracker pixels throughout our site. Once enabled,

these technologies may be used to enhance your profile or to contribute to the data they hold for various purposes outlined in their respective privacy policies. For any third-party technology used on our site, we will provide a link to that third-party's respective cookie policy. We encourage our visitors to review these policies in advance of granting consent to deployment.

What Information Do We Obtain From You?

For each visitor to our site, we automatically gather certain potentially identifying information and store it. This information includes (as applicable), your browser type, internet service provider (ISP), referring/exit pages, your operating system, date/time stamp, processor or device serial number, unique device identifier, and clickstream data. We collect this information on an individual basis and in aggregate, or combined form.

Our Use of Cookies and Similar Tracking Technologies

We use cookies to provide you with the best user experience on our website, this includes:

- Network Optimisation.
- Analysing web traffic.
- Remembering you when you wish to log in to your account.
- Remembering you as you interact with our forms to receive a quote.
- Providing support for social media features.
- Analysing visitor traffic across our site.
- Providing you with support via the AA customer service bot.
- Providing you with more relevant advertising content.
- Remembering your cookie consent status.

Categories of Tracking Technologies That We Set

We avail of both first and third-party technologies across our site. The AA takes our visitors' right to privacy seriously in keeping with our obligations. Should you consent to the deployment of any category of optional technology, we will record your consent for a period of no longer than 6 months subject to interaction; at which point these technologies will be disabled. You will then be prompted to refresh you consent. **You may change your settings at any time by clicking the icon in the bottom left-hand corner of our site.**

Necessary Cookies

These cookies are necessary for the website to function. They are set for security purposes and in response to actions made by you which amount to a service request such as logging in to our platform or as you fill out forms on our site., You have the option to disable these cookies via your browser settings, but should you do so, certain aspects of our site will no longer function. For more information about the specific technologies we use for this purpose, please see below.

Provider	Name	Description	Duration
The AA	X-Mapping-xxxxxxx	The X-Mapping cookie is associated with the Stingray Traffic Manager platform from Riverbed, which is a load balancing application for high traffic web services and sites. Used to route data and page requests to the correct server where a site is hosted on multiple servers. It has a common root of X-Mapping- followed by an eight letter code.	Session
The AA	_dc_gtm_UA-xxxxxxx	This cookie is associated with sites using Google Tag Manager to load other scripts and code into a page. Where it is used it may be regarded as Strictly Necessary as without it, other scripts may not function correctly. The end of the name is a unique number which is also an identifier for an associated Google Analytics account	1 Minute
The AA	PHPSESSID	PHP session cookie associated with embedded content from this domain	Session
The AA	ASP.NET_SessionId	General purpose platform session cookie, used by sites written with Microsoft .NET based technologies. Usually used to maintain an anonymised user session by the server.	Session
The AA	Cookie Control	This cookie is used to maintain and record visitor's consent preferences with regard to cookies deployed on this site.	6 Months

The AA	ebcCookie	A short lifespan cookie that ensures that your european breakdown cover quotation session hasn't timed out and is still valid before we try to process payment.	30 Minutes	
The AA	homeMembershipCookie	A short lifespan cookie that ensures that your home membershipquotation session hasn't timed out and is still valid before we try to process payment.	30 Minutes	
The AA	MYAASESSIONID	An authorisation cookie used to record and maintain your logged in session for users who successfully log into My Account.	30 Days	
The AA	_aa_life_session	A session cookie used to ensure the integrity of your life insurance quote form submission and allow updates to the same life insurance quotation should you wish to edit it.	Session	
Global Payments	JSESSIONID	This is a general-purpose platform session cookie, used by sites written in JSP, and is used to maintain an anonymous user session by the server.	Session	Policy

Should you wish to disable these cookies via your browser settings, please see the following links relating to your particular browser.

- [Google Chrome Browser](#)
- [Microsoft Internet Explorer Browser](#)
- [Mozilla Firefox Browser](#)
- [Apple Safari Browser](#)
- [Opera Web Browser](#)

Functional Cookies (optional)

These cookies enable our website to provide additional functionality and personalisation. The primary use of such cookies is to enable the AA Customer Service Bot in order to help guide you through our service offerings as well as maintain a record of your consent to cookies and similar tracking technologies. If you disable this category of cookies our site will still work, however our chat bot function will become

unavailable to you and your consent preferences will not be stored. For more information about the specific technologies we and our partners use for this purpose, please see below.

Provider	Name	Description	Duration	Policy (where applicable)
The AA	__zlcmid	Live chat widget sets cookies to store a Chat ID used to identify a device across visits	6 Months	Policy
Zendesk	__zlcid	This cookie allows for Zendesk features and functionality on the site to function correctly.	6 Months	Policy
Google	NID	This cookie contains a unique ID Google uses to remember your preferences and other information, such as your preferred language, how many search results you wish to have shown per page and whether or not you wish to have Google's SafeSearch filter turned on.	6 Months	Policy

Analytics Cookies (optional)

These cookies allow use to determine the number of visits to our site as well as where that traffic originates. This helps us understand which pages are the most popular as well as how it is that you come to view them. For example, when enabled, we use Google Analytics for aggregated, anonymized website traffic analysis. In order to track your session usage, Google drops a cookie (_ga) with a randomly-generated ClientID in your browser. This ID is anonymized and contains no identifiable information like email, phone number, name, etc. We use GA to track aggregated website behavior, such as what pages you looked at, for how long, etc. This information is important to us for improving the user experience and determining site effectiveness.

This information will not be combined by the AA for profiling purposes, however, certain third-parties such as Google may use this information in aggregate form for the purposes outlined in their respective privacy notices. If you disable this category of cookie our site will still work, though its improvement over time will be hampered.

For more information on the specific technologies we and our partners use for this purpose, please see below.

Provider	Name	Description	Duration	Policy
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The AA	zte2095	This cookie is set to enhance the performance and functionality of the website.	Session	Policy
The AA	_gid	This cookie name is associated with Google Universal Analytics. It appears to store and update a unique value for each page visited.	1 Day	Policy
The AA	_hjid	Hotjar cookie. This cookie is set when the customer first lands on a page with the Hotjar script. It is used to persist the random user ID, unique to the AA site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.	Session	Policy
The AA	_ga	This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is used to calculate visitor, session and campaign data for the AA Ireland's analytics reports.	6 Months	Policy
The AA	_gclxxx	Google conversion tracking cookie	3 Months	Policy
The AA	_hjIncludedInSample	This cookie is associated with web analytics functionality and services from Hot Jar, a Malta based company. It uniquely identifies a visitor during a single browser session and indicates they are included in an audience sample.	Session	Policy
The AA	_gat_UA-nnnnnnnn-nn	This is a pattern type cookie set by Google Analytics. It is used to limit the amount of	Session	

data recorded by Google on our website.

The AA	SC_ANALYTICS_GLOBAL_COOKIE	This cookie name is used for web analytics to identify repeat visits by unique users.	6 Months	Policy
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Targeting/Marketing Technologies (optional)

These cookies and other tracking technologies may be set through our site by either the AA or our advertising and social media partners. Should you enable them, they may be used by our partners to build a profile of your interests and show you relevant adverts on other sites. These technologies also allow you to view and interact with our social media content across the site such as viewing our YouTube videos. These technologies operate by uniquely identifying your browser and internet device such as your phone or desktop and monitor specific activity across multiple sites. In the majority of cases you have the ability to opt-out of third-party tracking via the links provided.

For more information on the specific technologies we and our partners use for this purpose, including how your information may be combined for profiling purposes, please see below.

Provider	Name	Description	Duration	Policy (where applicable)
The AA	_uetvid	This cookie reports user activity on the AA site to Microsoft Advertising in order to facilitate targeted ads.	16 Days	Policy
The AA	_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 Months	Policy
The AA	awxxxx	Used to attribute commission to affiliates when you	6 Months	Policy

		arrive on our website from an affiliate referral link. It is set when you click on one of our links and used to let the advertiser and us know the website from which you came.		
The AA	_uetSID	This cookie is used by Bing to determine what ads should be shown when perusing the site.	1 Day	Policy
The AA	_gat_xxxxxxxxxxxxxxxxxxxxxxxxxxxxx	This cookie is associated with Google Analytics and is used to prevent duplicate requests	Session	Policy
Bing	MUID	This cookie is widely used Microsoft as a unique user identifier. It can be set by embedded Microsoft scripts and syncs across many different Microsoft domains, allowing user tracking.	6 Months	Policy
YouTube	YSC	YouTube is a Google owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their	Session	Policy

		own and other websites.		
Facebook	fr	Contains browser and user unique ID combination, used for targeted advertising.	3 Months	Policy
Google	IDE	This domain is owned by Doubleclick (Google). Doubleclick is Google's real time bidding advertising exchange.	6 Months	Policy
YouTube	GPS	YouTube is a Google owned platform for hosting and sharing videos. YouTube collects user data through videos embedded our website, which is aggregated with profile data from other Google services in order to show you targeted advertising across a broad range of their own and other websites.	Session	Policy
YouTube	VISITOR_INFO1_LIVE	This cookie is used as a unique identifier to track viewing of videos	6 Months	Policy
test_cookie	test_cookie	This domain is owned by Doubleclick (Google). The main business activity is: Doubleclick is Googles real time bidding advertising exchange		Policy

Further Information:

We regularly scan our website using a third-party tool to maintain a record of the tracking technologies we deploy. The AA only processes your personal information in accordance with this notice as well as our [Privacy Notice](#).

Should you require additional information then you can contact our Data Protection Officer at the following email address: privacy@theaa.ie

You may also contact our Data Protection Officer by writing in to:

AA Ireland
20-21 South William Street,
Dublin 2.

Should you wish to make a complaint regarding the processing of your personal data or are unsatisfied with how we have handled your information, you have the right to lodge a complaint with the Irish Supervisory Authority. You may lodge a complaint with the Office of the Data Protection Commissioner via their [online form](#)

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