

Cookie Policy | Covertime

Last updated: 23/10/2025

What are cookies?

Cookies are small text files that are downloaded to your device when you visit a website. They are widely used to make websites work or work more efficiently. Cookies allow websites to recognise your device and store some information about your preferences, past actions and provide information which can be used to improve your online experience.

We value your privacy

Our website uses cookies for several reasons. This policy details the cookies that we use on our website and for which we are responsible. Where personal data is directly processed by these cookies, Covertime, is the data controller of that information.

What cookies do we use?

The law states that we can store cookies on your device if they are strictly necessary for the operation of our website and to fulfil your request. These are known as essential cookies. Without these cookies, we are unable to fulfil your quote application or policy administration. For all other additional cookies, including analytics, tracking and advertising cookies, we first need your permission to store these cookies on your device.

The tables below explain the cookies we use and why.

Some of the cookies that we use are provided by third parties to ensure the basic functionality of our website; others are for analytics, tracking and advertising purposes.

Essential Cookies

We use cookies that are essential to the basic functioning of our website. These cookies are necessary to provide you with the services available through our website and use some of its features, such as access to customer support systems including our Help Centre and live chat.

Provider	Cookie Name	Purpose	Expires
Covertime	covertime-cookie-consent	To track, store and ad- here to your cookie consent regarding additional cook- ies.	365 days
Stripe	__stripe_sid	A temporary cookie that's placed when a user starts	30 minutes

		the purchase process on our website./It's used to relay information to Stripe during the payment process./	
Braze	ab.storage.deviceId.	Randomly generated string used to identify anonymous users, and to differentiate users' devices and enables device-based messaging.	400 days
Braze	ab.storage.sessionId.	Used by Braze to identify whether a user is starting a new session or continuing an existing one./It's used to sync messages and calculate session analytics./	400 days
Intercom	intercom-device-id-srds26su	Identifier for each unique device that interacts with the Messenger. It is refreshed on each successful ping, extending it another 9 months. We use this cookie to determine the unique devices interacting with the Intercom Messenger to prevent abuse.	9 months
Intercom	intercom-id-srds26su	Unique anonymous visitor identifier cookie applied when you visit our website.	9 months
Intercom	intercom-session-srds26su	Identifier for each unique browser session. The user can access their conversations and have data communicated on logged-out pages for 1 week, as long as the session isn't intentionally terminated with Intercom ('shutdown'); which usually happens on logout.	1 week
Covertime	first_touch_utms		30 days

		Stores UTM marketing parameters (utm_source, utm_medium, utm_campaign, utm_content, utm_term) from the user's first visit to attribute which marketing channel brought them to the site. This helps us understand which advertising and marketing efforts are effective.	
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Additional Cookies: Analytics Cookies

We use analytics cookies to track user behavior on our website, collect anonymous data on visits, page views, and interactions to understand how visitors use our site to improve its performance, navigation, and overall user experience.

Analytics cookies help us to run experiments which inform improvements to our website but are non-essential to its basic use.

Rejecting these cookies prevents us from collecting such data. The performance of our website will not be affected, and your choices will only be applied to your interaction with Covertime.

Provider	Cookie Name	Purpose	Expires
Google Analytics	GA	To distinguish users and improve your experience on our website based on your previous usage and behaviour.	365 days
Google Analytics	_ga	Used to distinguish users.	2 years
Google Analytics	_ga_31TZNR1XG8/	Used to persist session state.	2 years
Covertime	ct-anon-device	Used to anonymously identify a user device when running A/B experiments to ensure consistency across journeys or customers who return to us between sessions.	365 days

Additional Cookies: Tracking Cookies

We use tracking cookies to improve our website and give you an even better experience. Tracking cookies help us understand how visitors use and move around our website, which informs improvements to our website, but are non-essential to its use. However, without these cookies, certain functionality may become unavailable and may limit the support we're able to offer you when you're applying for a quote or using our services.

Rejecting these cookies prevents us from tracking such insights. The performance of our website will not be affected, and your choices will only be applied to your interaction with Covertime.

Provider	Cookie Name	Purpose	Expires
Posthog	ph_current_instance	o track and observe user behaviour on our website and for helping us to track and understand the impact of a/b testing on our web-site.	365 days
Posthog	ph_current_project_name	For tracking user interactions on our website,/this cookie is used to store user data for analytics purposes like session information and user identification, allowing us to track user behavior across pages on the website.	365 days
Posthog	ph_TOKEN_posthog	Used to track website visitors and their user behaviour.	365 days

Additional Cookies: Advertising Cookies

Also known as marketing cookies, we use advertising cookies to measure the effectiveness of our advertising campaigns and to show you more relevant ads on platforms such as Facebook and TikTok. These cookies allow us to understand how users interact with our ads, improve our targeting, and prevent the same adverts from being shown repeatedly.

Rejecting these cookies means you will still see adverts, but they may be less relevant to your interests. Your choices will only apply to your interaction with Covertime.

Provider	Cookie Name	Purpose	Expires

Facebook	_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers and to measure the effectiveness of our advertising campaigns.	90 days
TikTok	_ttp	To measure and improve the performance of advertising campaigns and to personalise the customer experience (including ads) on TikTok.	13 months
TikTok	ttclid	To measure and improve the performance of advertising campaigns and to personalise the customer experience (including ads) on TikTok.	13 months
TikTok	ttcsid_, ttcsid_<pixel code>	To measure and improve the performance of advertising campaigns and to personalise the customer experience (including ads) on TikTok.	13 months

How do we apply cookies?

When you first visit our website on a new device, we will ask you for your consent to our use of cookies. You will be provided with a link to view this Cookies Policy.

If you press '*Got it! Accept all cookies*' then we will apply analytics, tracking and advertising cookies, alongside essential cookies.

If you press '*Customise cookies*' then you can manually adjust your preferences; you can turn off analytics, tracking and/or advertising cookies. The choice is yours.

You will not need to consent every time you visit our website, but consent will be recaptured if we make any changes to our Cookies Policy or if we do not recognise your device.

How do I change my cookies preferences?

Essential cookies cannot be removed, but you can decide whether we apply additional cookies, including analytics and tracking cookies. To reject the use of these additional cookies, you can 'Customise cookies' from the homepage and set the optional toggles to 'off'.

How do I change my cookies settings?/

You can change your settings at any time by clearing the cookies in your web browser. This is usually found within the "settings" section of your browser. You may need to refresh your page for your settings to take effect.

Find out how to manage cookies on popular browsers:

- [Google Chrome](#)
- [Microsoft Edge](#)
- [Apple Safari](#)

To find information relating to other browsers, visit the browser developer's website.

To opt out of being tracked by Google Analytics across all websites, visit <http://tools.google.com/dl-page/gaoptout>.

Using our app

For ease of use, we store an authentication token on your device to keep you logged in. This is not used for any other purpose or shared with any third party. The token is persistent, until you log out of the app, at which point the token is removed.

Contact details

If you have any questions about this Cookies Notice, please contact our Data Protection Officer:

Post: Covertime Limited, Third Floor, 21 Perrymount Road, Haywards Heath, West Sussex, RH16 3TP

Email: DPO@covertime.com