

Compare my PMI cookies policy

Comparemypmi.co.uk may use “cookies” to track and store information about how you use the website.

A cookie is a small file which asks permission to be placed onto your computer’s hard drive. Once you agree, the file is added and the cookie helps examine web traffic or lets you know when you visit a particular site.

Essentially, cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie does NOT give us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Although most web browsers automatically accept cookies, you can usually modify your browser setting to decline cookies to your preference. However, this may prevent you from taking full advantage of our website.

We use cookies on our website and we assume you are ok with this otherwise please disable cookies in your browser or navigate away and clear cookies set by the website.

Cookies on this website are used for:

1. Analytical/performance purposes – this allows us to recognise and calculate the number of visitors and to see how visitors navigate around the website when they are using it. Therefore, helping us improve our website functionality for example, by ensuring that users can find what they are looking for easily.
2. Functionality purposes – to help us recognise you when you return to our website. This allows us to personalise our content for you and remember your preferences and settings (e.g. your choice of language or region).
3. Sharing purposes – this allows you to share pages with social networks such as Facebook and Twitter.
4. Google Analytics: This cookie allows us to see data on things like the number of visits to our site as well as the browsing behaviour of those visitors. This sort of data allows us to see which sections of our site are most popular and which aren’t so popular! All info is depersonalised and can never be tracked back to individuals.
Google AdWords: Using the code provided by Google AdWords we are able to better track the successes (or failures) of our advertising through the AdWords platforms. It let’s us, for example, see which advert from which campaign you clicked on before you submitted one of our contact forms.
5. Facebook Pixel: The Facebook Pixel cookie allows us to track social media campaigns and identify the success or failure of each of them. All of the information is depersonalised and we don’t know who you actually are.
6. Hotjar Recording and Analytics: Hotjar is an analysis and Feedback tool that reveals the online behaviour and feedback of a website's visitors. The Analysis tools allow us to measure and observe user behaviour (what users do) while the Feedback tools allow you to hear what your users say (Voice of User / Customer). All of the information collected is anonymous.

If you have any questions regarding our Cookie policy then please email us through our contact page.