Cookies Policy

About this policy

This Cookies Policy explains how Ventureprise PLC and its group companies, including 247 Home Rescue ("we", "us" and "our"), use cookies and similar technologies on our website, such as tracking pixels, web storage, scripts and tags. We refer to all of these as "cookies" in this policy. We are the controller of any personal data collected through them. This policy applies alongside the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and the Privacy and Electronic Communications Regulations 2003 (PECR), each as amended by the Data (Use and Access) Act 2025, and should be read together with our Privacy Policy.

Collecting Information

Information is collected through the use of our website in the form of cookies. These are intended to improve site performance and improve your user experience. Our website will place small text files on your computer or connected device, which will allow web applications to respond to you individually and tailor their operations to your requirements. Some cookies do collect personal data, such as an online identifier or your IP address, and some can be linked to you when combined with other information. Where they do, we treat that information as personal data and handle it in line with data protection law and our Privacy Policy.

You can accept, reject or control your cookie preferences following the prompt which appears when you visit our website. Should you wish to control your cookie preferences, please simply click on "Cookie Settings" to make your selection and then click "Save Preferences". This will save your preferences for 12 months. We will not place any cookies on your device, other than strictly necessary cookies and the limited exceptions described below, until you have told us that you agree. Our "Accept" and "Reject" choices are given equal prominence, no choices are pre-selected for you, and we do not make access to our website or the purchase of cover conditional on you accepting non-essential cookies. You can change your mind and withdraw your consent at any time, as easily as you gave it, by using "Cookie Settings" on our website. Withdrawing your consent does not affect the lawfulness of what we did with cookies before you withdrew it. We will ask for your choices again when your saved preferences expire, or sooner if we make a material change to the cookies we use.

Web servers track a variety of information about their visitors. This includes, but is not limited to, timestamps, browser details, IP addresses and referring pages. Some of this information, such as your IP address, is personal data. We collect it because we have a legitimate interest in keeping our website secure, maintaining and administering it, and understanding how well it is performing, if there are any technical problems, and which pages are most engaging to visitors. Any use of this information for marketing will only take place in line with your cookie choices and our Privacy Policy.

The cookies that we use can be categorised in the following ways:

Necessary Cookies

Our website won't function correctly without these necessary cookies. They help you move around secure areas of our website and allow you to do things like purchase cover or speak to us on Live Chat, and they help protect our website from spam and bots. These cookies do not need your consent because they are strictly necessary to provide a service you have asked for, so they cannot be switched off in our Cookie Settings.

Functional Cookies

These cookies enable our website to provide enhanced functionality and improve performance. These are used to recognise you when you return to our website.

Functional cookies remember information like your preferences and allow us to test new versions of our website to make sure we provide the best possible experience and service to you. Functional cookies also include those used by embedded YouTube videos. All of the functional cookies we currently use are set only with your consent. The law allows a cookie to be set without consent where it is used solely to remember how you want our website to look or work (for example, your chosen layout or text size). We do not currently rely on that exception, but if we do in future we will tell you and always give you a simple, free way to object.

Analytical & Performance Cookies
These cookies are used to monitor the performance of our website, enabling us to improve users' experiences. They allow us to recognise and count the number of visitors and see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example by ensuring that you are finding what you are looking for easily to make sure you get the best browsing experience possible. We use tools such as Google Analytics, Hotjar and Microsoft Clarity, which can show us how visitors use our pages, for example through heatmaps and session recordings. Because these are third-party tools that can follow individual visits, we only set these cookies with your consent. The law allows analytics without consent only where the sole purpose is to produce aggregated statistics about how our website is used (not to track or monitor individual visitors or for advertising), the information is not shared with anyone else other than a service provider helping us to improve our website, it is not kept for longer than needed to produce those statistics, and the visitor is given a simple, free way to object. We do not currently rely on that exception. Analytics information that is also used for advertising or marketing always needs your consent.

Marketing Cookies
Our marketing cookies tell us about your browsing patterns, such as what policies and products you've searched for, viewed, abandoned or purchased which helps us optimise our campaigns and display adverts that are relevant to you. They are also used to recognise an abandoned basket or quote, as explained under "Abandoned baskets and quotes" below.

These cookies will only be stored in your browser with your prior consent. You can choose to accept or reject some or all of these cookies but rejecting some of them may affect your browsing experience.

Some marketing cookies are set by our advertising partners, such as Google (including DoubleClick) and YouTube, who may receive information about your browsing on our website and may combine it with other information they hold about you. You can withdraw your consent to marketing cookies at any time using "Cookie Settings". Rejecting them will not stop you using our website or buying cover, but it may mean the adverts you see are less relevant to you. You also have the right to object to our use of your personal data for direct marketing at any time, and if you do, we will stop.

Abandoned baskets and quotes
If you start to buy cover or get a quote on our website but do not complete it, we may use marketing cookies and similar technologies to remember what you were looking at and to recognise you if you come back.

If you have given us your contact details (for example your name, email address or telephone number) and don't complete your purchase, we may contact you, ourselves or through a third-party service provider acting on our behalf, by email, text message or telephone to remind you about your basket or quote and to help you complete your purchase.

Any provider we use acts only on our instructions, under a written contract that requires it to protect your personal data and not to use it for its own purposes. We remain responsible for how it contacts

you. Every message will make clear who it is from and give you a simple way to opt out. You can ask us to stop contacting you at any time, and you can object to direct marketing at any time (see "Your rights and how to complain" below).

For more detailed information regarding cookies, our cookie table can be accessed here: https://fcadocuments.myvp.cloud/Cookie%20Table.pdf

Our cookie table lists each cookie we use, which provider it comes from, what it is used for, which of the categories above it falls into, and how long it lasts. We review this policy and the cookie table regularly and update them when the cookies we use change.

Third-party cookies and transfers outside the UK
Some cookies on our website are set by third parties, such as Google (including Google Analytics, Google reCAPTCHA, DoubleClick and YouTube), Microsoft (Clarity), Hotjar, LiveChat, CookieYes and any provider we appoint to contact you about an abandoned basket or quote. These organisations have their own privacy and cookie policies. Where personal data collected through cookies is transferred outside the UK, we make sure it is protected by a safeguard recognised under UK GDPR, such as UK adequacy regulations (which include the UK–US data bridge for certified organisations), the International Data Transfer Agreement or the UK Addendum to the EU standard contractual clauses.

How long cookies last
Some cookies are "session" cookies, which are deleted when you close your browser, and others are "persistent" cookies, which stay on your device for a set period or until you delete them. We only keep cookies, and any personal data collected through them, for as long as we need them for the purpose described in this policy. The duration of each cookie is shown in our cookie table.

Managing cookies in your browser
You can also control or delete cookies through your browser settings, and most browsers let you block all or some cookies. If you block strictly necessary cookies, parts of our website, such as purchasing cover, may not work, and if you block functional cookies, features such as embedded videos may not work. Browser settings, and the choices you make in our "Cookie Settings", apply only to the browser and device you used, so you will need to repeat them on each browser and device you use.

Your rights and how to complain
Under UK GDPR you have the right to be informed about how we use your personal data and to access it, correct it, have it erased, restrict our use of it, object to our use of it and, where it applies, move it to another provider. Where we rely on your consent, you can withdraw it at any time. To exercise any of these rights, or if you have any question or concern about our use of cookies, please contact us using the details in our Privacy Policy, which also includes the contact details of our Data Protection Officer. We have a data protection complaints procedure: we will acknowledge your complaint within 30 days and respond without undue delay. If you are still not satisfied, you can complain to the Information Commissioner's Office (ICO), which is being reconstituted as the Information Commission, at ico.org.uk.

For more details about how we collect or use personal information, please refer to our Privacy Policy. This includes the lawful bases we rely on (your consent for non-essential cookies and, where the law requires it, for marketing messages, and our legitimate interests for the server information described above), who we share personal data with, and how long we keep it.

Changes to this policy

We may update this policy from time to time, for example if the law changes or we change the cookies we use. The latest version will always be published on our website. Last reviewed: September 2026.