



# Cookie Policy

This Cookie Policy explains how SaveAdvice Ltd uses cookies and similar tracking technologies when you visit our website at [saveadvice.ie](https://saveadvice.ie). It describes what cookies are, why we use them, and the choices available to you regarding their use. By continuing to use our website, you consent to the use of cookies as described in this policy.

## What Are Cookies?

Cookies are small text files that are placed on your device — such as your computer, smartphone or tablet — when you visit a website. They are widely used to make websites work more efficiently, to improve user experience, and to provide information to the website owner.

Cookies can be either 'session cookies', which are deleted automatically when you close your browser, or 'persistent cookies', which remain on your device for a set period of time or until you delete them manually.

## How We Use Cookies

We use cookies on [saveadvice.ie](https://saveadvice.ie) for the following purposes:

- To ensure our website functions correctly and that you can navigate it without issues.
- To remember your preferences and settings, so you do not have to re-enter them each time you visit.
- To understand how visitors interact with our website, so we can improve its performance and content.
- To measure the effectiveness of our services and any communications we send.

## Types of Cookies We Use

Cookie Type	Purpose	Duration	Provider
Essential	Required for the website to function. These cookies cannot be disabled.	Session	SaveAdvice
Analytics	Helps us understand how visitors use our site so we can improve performance and content.	Up to 2 years	Google Analytics (Google Inc.)



Cookie Type	Purpose	Duration	Provider
Functional	Remembers your preferences and settings to provide a more personalised experience.	Up to 1 year	SaveAdvice
Marketing	Used to track visitors across websites to display relevant and engaging content.	Up to 90 days	Third-party providers

## Google Analytics

We use Google Analytics to monitor and improve the performance of our website. Google Analytics is a web analytics service provided by Google Inc. It uses cookies to collect information about how visitors use saveadvice.ie, including which pages are visited most often and how users move through the site.

The information collected by Google Analytics cookies is transmitted to and stored on Google servers. Google uses this information to evaluate website activity and compile reports for us. This data is aggregated and does not personally identify individual users.

You can opt out of Google Analytics tracking by installing the Google Analytics Opt-out Browser Add-on, available at [tools.google.com/dlpage/gaoptout](https://tools.google.com/dlpage/gaoptout).

## Third-Party Cookies

Some cookies on our website are set by third-party services that appear on our pages. We do not control these cookies and they are subject to the privacy and cookie policies of the respective third parties. We recommend that you review the cookie policies of any third-party services we use if you have concerns about their data practices.

## Managing and Disabling Cookies

You have the right to decide whether to accept or decline cookies. You can manage your cookie preferences in the following ways:

- **Browser settings:** Most web browsers allow you to control cookies through their settings. You can typically find these options in the 'Privacy' or 'Settings' section of your browser. Disabling cookies may affect the functionality of our website.



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- Browser-specific guidance: For information on managing cookies in your browser, visit [www.allaboutcookies.org](http://www.allaboutcookies.org).
  - Opt-out tools: Some third-party providers offer their own opt-out mechanisms. Please refer to the relevant provider's privacy or cookie policy for details.
  - Cookie consent: When you first visit our website, you will be presented with a cookie consent notice. You may update your preferences at any time by clearing your browser cookies and revisiting the site.

## Questions About This Policy

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If you have any questions about how we use cookies, or if you would like more information about our data practices, please contact us at [support@saveadvice.ie](mailto:support@saveadvice.ie) or write to us at:

## Updates to This Policy

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We may update this Cookie Policy periodically to reflect changes in our use of cookies or in applicable law. The most current version will always be available at [www.saveadvice.ie/cookie-policy](http://www.saveadvice.ie/cookie-policy).