



domusIQ MGA (UK) Ltd

Cookie Policy

May 2026

Policy– Cookie Policy - domusIQ MGA (UK) Ltd
Effective date: 26/05/2026
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Introduction

This Cookie Policy explains how domusIQ MGA (UK) Ltd (“**we**”, “**us**”, “**our**”) uses **cookies and similar technologies** (together, “cookies”) on our website. It explains **what cookies are, which cookies we use and why, and how you can manage your choices.**

For information about how we use personal data generally (outside cookies), please read our **Privacy Notice:** <https://domusiq-uw.com/>

2. What are cookies?

Cookies are small text files downloaded to your computer, smartphone or other device when you visit a website. They help the website recognise your device and remember information about your visit (for example your preferences or actions).

This policy also covers similar technologies that store or access information on your device (for example pixels, local storage and tags), because the same PECR rules apply to these technologies.

3. First-party and third-party cookies

- **First-party cookies** are set by our website domain.
- **Third-party cookies** are set by other organisations whose tools/features we use (for example analytics, embedded video, or marketing tags).

Where third parties set cookies via our website, they may collect information from your device (e.g., browser/device identifiers and usage data). We recommend you also read the relevant third party’s cookie/privacy information (linked in section 7).

4. What types of cookies do we use?

We group cookies into the following categories (you will see similar groupings used across insurance market websites):

A) Strictly Necessary cookies (Always on)

These cookies are required for the website to function and cannot be switched off in our systems. They are used for things like security, network management, and remembering your cookie preferences. These cookies are generally **exempt from consent** requirements where they are **strictly necessary** to provide a service you request.

B) Functional cookies (Optional)

These enable enhanced functionality and personalisation (for example, live chat or remembering choices). If you do not allow these cookies, some features may not work properly.

C) Analytics / Performance cookies (Optional)

These help us understand how visitors use our website (e.g., which pages are visited, time spent, errors) so we can improve performance and user experience. Analytics cookies are **not** treated as strictly necessary and typically require your consent.

D) Marketing / Targeting cookies (Optional)

These may be used to measure the effectiveness of advertising and/or show you more relevant ads on other sites, and may involve sharing information with advertising partners. These cookies require your consent.

Important: We will not place **non-essential cookies** (Functional, Analytics, Marketing) unless you give us consent via our cookie banner/preferences tool.

5. Your cookie choices (consent and controls)

When you first visit our website, you will see a **cookie banner** asking you to choose which optional cookies we can use. PECR requires that we provide clear information about our purposes and obtain consent for non-essential cookies.

You can change your choices at any time by:

1. Clicking “**Cookie settings**” on our website: **[insert link / button location e.g., footer “Cookie settings”]** (this re-opens the preferences panel);
2. Adjusting your browser settings to block/delete cookies (note this may affect website functionality).

Withdrawing consent: If you consent to optional cookies, you can withdraw that consent at any time using **Cookie settings**.

6. How long do cookies last?

Cookies can be:

- **Session cookies** (deleted when you close your browser), or
- **Persistent cookies** (remain until they expire or you delete them).

Each cookie’s lifespan varies. We set appropriate expiry periods and review them periodically.

7. Cookies we use (to be completed after cookie audit)

We will maintain a list of cookies used on this website, including their purpose, provider, and expiry.

Instruction for the AR: complete this section after running a cookie scan (e.g., via your CMP, tag manager, or a cookie audit tool) and confirm what fires **before** and **after** consent. The ICO expects organisations to know what cookies they use and to remove cookies they don't need.

7.1 Strictly Necessary cookies

- **Cookie preference cookie Purpose:** Stores a user's cookie consent preferences and remembers whether the user has accepted, rejected, or customized cookie settings. This allows the website to maintain the user's privacy choices across future visits.
- **Provider:** Webflow website
- **Duration:** Persistent (typically until the preference expires or the user clears browser storage)
- **Type:** Strictly Necessary / Functional
- **Note:** Webflow does not generate tracking cookies by default. This cookie category would only apply if a cookie consent management tool or privacy preference system is implemented.

Security / bot protection cookie

Cloudflare Visitor Identification Cookie

- **Purpose:** Used by Cloudflare to identify unique visitors and maintain session consistency, particularly for services such as rate limiting, security protections, and traffic management. It helps Cloudflare distinguish users across requests while maintaining reliable service delivery.
- **Provider:** Cloudflare
- **Duration:** Session (expires when the browser session ends)
- **Type:** Strictly Necessary / Security

Bot protection cookie

- **Purpose:** Used by Google reCAPTCHA to distinguish legitimate users from automated bots and help protect website forms (such as the Contact Form) from spam, abuse, and fraudulent submissions. These cookies analyze user interactions and risk signals to determine whether a visitor is human.
- **Provider:** Google reCAPTCHA
- **Duration:** Varies depending on the specific reCAPTCHA cookie (typically session to 6 months)
- **Type:** Strictly Necessary / Security
- **Note:** This cookie category is not currently active and would only be used if Google reCAPTCHA is enabled on the Contact Form.

7.2 Functional cookies (examples – optional)

- **Tracking Preference Cookie**
 - **Purpose:** Stores the user's data tracking preference (such as whether analytics/personalization tracking is enabled or limited) so the website honors the user's consent settings across visits.
 - **Provider:** Intellimize
 - **Duration:** Persistent (until manually cleared or overwritten)
 - **Type:** Functional
- **Visitor Identification & Personalization Cookie**
 - **Purpose:** Stores a unique anonymous visitor identifier used to recognize returning visitors, maintain experiment assignments, and personalize website experiences consistently across sessions.
 - **Provider:** Intellimize
 - **Duration:** Persistent
 - **Type:** Functional / Personalization

- **Consent & Tracking Policy Cookie**

- **Purpose:** Stores the current tracking policy or consent status so Intellimize knows which personalization and analytics features are permitted for the visitor.
- **Provider:** Intellimize
- **Duration:** Persistent
- **Type:** Strictly Necessary / Functional

- **Personalization Attributes Cookie**

- **Purpose:** Stores visitor attributes (such as audience segments, inferred characteristics, or personalization variables) used to determine which content variations or experiments should be shown.
- **Provider:** Intellimize
- **Duration:** Persistent
- **Type:** Personalization / Functional

- **Server Context Cookie**

- **Purpose:** Stores server-generated context information used by Intellimize to deliver consistent personalized experiences and optimize server-side experimentation.
- **Provider:** Intellimize
- **Duration:** Persistent
- **Type:** Functional

- **Integration Configuration Cookie**

- **Purpose:** Stores information about enabled third-party integrations (such as analytics or marketing platforms) that Intellimize uses to coordinate personalization and experiment reporting.
- **Provider:** Intellimize
- **Duration:** Persistent
- **Type:** Functional

7.3 Analytics / Performance cookies

- **Google Analytics Session Tracking Cookie**
 - **Purpose:** Used by Google Analytics to persist session information and measure user interactions, including page views, events, and engagement metrics. Helps distinguish sessions and associate activity with a specific Google Analytics property.
 - **Provider:** Google Analytics
 - **Duration:** 1 year 1 month 4 days (approximately 14 months)
 - **Type:** Analytics / Performance
- **Google Analytics Visitor Identification Cookie**
 - **Purpose:** Stores an anonymous identifier used by Google Analytics to distinguish unique visitors, measure visitor activity, track sessions, and generate analytics reports about website usage.
 - **Provider:** Google Analytics
 - **Duration:** 1 year 1 month 4 days (approximately 14 months)
 - **Type:** Analytics
- **Website Personalization & A/B Testing Cookie**
 - **Purpose:** Stores visitor activity and interaction data used by Intellimize to maintain experiment assignments, measure engagement, and deliver optimized website experiences. Helps ensure visitors consistently see the same personalized content variations during testing.
 - **Provider:** Intellimize
 - **Duration:** Persistent (until expiry, removal, or browser storage is cleared)
 - **Type:** Personalization / Analytics
- **Experiment Assignment Cookie**
 - **Purpose:** Stores experiment assignments, personalization state, and optimization information so visitors continue to receive the same website experience during ongoing A/B or multivariate tests.
 - **Provider:** Intellimize
 - **Duration:** Persistent

- **Type:** Personalization / Analytics

7.4 Marketing / Targeting cookies (examples – optional)

Google Ads Conversion Storage Cookie

- **Purpose:** Stores Google Click Identifier (GCLID) information locally to support Google Ads conversion measurement and attribution after a visitor clicks an advertisement.
- **Provider:** Google
- **Duration:** Persistent (typically up to 90 days, depending on implementation)
- **Type:** Advertising / Marketing

7.5 Third-party links

Where we use third-party tools, we may link to their cookie/privacy information from our preferences panel and/or here. (This is common practice on insurance market cookie notices.)

8. Do cookies involve personal data?

Some cookies process information that can be personal data (for example IP address or unique identifiers). Where this happens, we also comply with UK GDPR requirements (see our Privacy Notice). The ICO notes that PECR applies to all cookies, and UK GDPR also applies when personal data is involved.

9. Updates to this Cookie Policy

We may update this Cookie Policy from time to time (for example, if we change the cookies we use). If we make material changes, we will update the “Last updated” date and (where appropriate) prompt you to review your preferences again.

10. Contact us

If you have questions about cookies or this Cookie Policy, contact:

- **Email:** hello@domusiq-uw.com
- **Address:** [63 Saint Mary Axe, London EC3A 8AA](#)