



Cookies Policy

Information about our use of cookies

Cookies are small pieces of information that are stored in your computer or mobile device by your browser. They enable websites to remember actions and preferences over a period of time. These cookies may be set by us, our service providers or advertisers.

Our Sites use different types of cookies to improve your experience and to provide services and advertising. We use:

Essential cookies to enable services you specifically asked for.

Functionality cookies to recognise when you return to our website so that we can remember your preferences.

Analytics and performance cookies to count visitors and how our Sites are used. These help us understand our audience on an aggregate basis. For example number of visitors to a Site, where visitors are visiting from, how many pages they look at and how long they stay on a page or visit. This information is not used to track individual users.

Advertising cookies to measure interactions with ads and prevent showing the same ads to you too often. Also to make advertising more relevant to you and more valuable to us and advertisers. These cookies are anonymous and we cannot identify you from the cookies we place.

Third Party Cookies

We use third parties to deliver various services in our Sites. For example, we use Cloudflare for spam detection (**more information**); Google for audience analytics, ad serving and targeting (**more information**). We also use Facebook and Twitter for social logins. These service providers use cookies. We don't have access to these cookies and each provider can only access their own.

Other Third Party Cookies

Advertisers sometimes use their own cookies or similar technologies like web beacons for example to better target their ads, to measure their ad campaign or to stop showing you an ad. You can learn more about how advertisers use these cookies and manage your preferences in

<https://www.youronlinechoices.com/ie/>

Advertising

Personalisation of ads improves the relevance of the adverts you see and the value these ads create for advertisers. This helps fund our Sites and keep our free services. We can not identify you from personalising ads.

We personalise ads based on the information we gather from the use of our Sites and partner sites like Daft.ie, DoneDeal and Adverts.ie, so for example if you read a number of articles about motors we might infer that a car manufacturer ad campaign could be of interest to you.

We also use third parties' technology, for example Google's AdX to support the Sites. These third parties may use information they collected from your use of other websites to create an ad profile that informs the ads they show you.

You can manage your preferences or choose not to get personalised ads here [**Ads Settings**]. If you choose not to get personalised ads, you will still see advertising. However it may not be tailored to your interests.

Analytics

We use Google Analytics to help us understand how visitors engage with our Sites. Google Analytics uses cookies to store non-personally identifiable information. You can find out more in **Analytics cookies and privacy information**.

Your choices

By using the Website you consent to the use of cookies in accordance with this policy. You can control and/or delete cookies as you wish. You can delete all cookies that are already on your computer and you can set most browsers to prevent them from being placed. If you do this, however, you may have to manually adjust some preferences every time you visit a site and some services and functionalities may not work.

If you are primarily concerned about third party cookies generated by advertisers, you can manage your preferences by going to **<https://www.youronlinechoices.com/ie/>**.

You can find more information about how we handle data in our **Privacy Notice**

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