



Cookie Policy

Version 3.1

Updated 4 May 2021

What is a cookie?

More information about cookies can be found on the UK Information Commissioner Office's website here: [Cookies](#)

How do we use cookies?

We create and access cookies and/or tracking tags to help us improve the experience our website delivers and to understand how you use our website. All of the cookies we use fall into the following groups. Depending on the preference you tell us, some or all of the cookies listed in the following sections will be used.

Necessary cookies

- Necessary cookies are essential for our websites to function.
- Necessary cookies allow us to recognise your computer as you move around our website and to make sure that our website and online services work. These make sure any information you enter is remembered the next time you visit us.
- This may also include cookies which collect data to help us with analytics on an aggregated, anonymous basis.

Performance cookies:

- Performance cookies allow us to measure and better understand how visitors use our websites.
- Some of our performance cookies are provided by third parties such as Google Analytics. These offer useful insights such as anonymised heatmap data on web pages to allow us to optimise the layout and flow of the website for a better experience.
- We and our third party partners do not collect any personally identifiable information within Performance cookies. Where the data collected could be traced back to you, we have a strict anonymisation process.

Marketing cookies:

- Marketing cookies allow us to monitor how effective our advertising campaigns are.





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- Marketing cookies are also used to ensure that our ads are relevant to you.
- Some of our marketing cookies are provided by third parties such as Google and Facebook. We may share data with these third party platforms (listed in a following section) to help us tailor your experience, such as not targeting you with signup ads if we know you are already a Member.



Community cookies

On our Community site we use cookies to ensure that the community works correctly, such as viewing embedded third party media and videos. We collect anonymous data which helps us understand how Members navigate around the community, for example which FAQs are read the most. We also use cookies to optimise the user experience, such as remembering user logins so that members stay logged in for subsequent visits.

We use the following cookies on our Community site:

Name	Duration	Cookie type	Description
Session	Session	Necessary	Stores the user's sessions
t	Session	Necessary	Used for tracking unique users for internal community analytics
tu	Two years	Necessary	Used for tracking unique users for internal community analytics
new_visit	30 minutes	Necessary	Boolean true/false
_ALGOLIA	10 days	Necessary	Used for search analytics to improve search performance
_gid (Google Analytics)	24 hours	Necessary	Anonymously tracks user visits. Anonymity parameters are set in order to conform to EU cookie law: - Anonymize IP = true - displayFeaturesTask = null
_gat_UA-XXXXX (Google Analytics)	1 minute	Necessary	Anonymously tracks user visits. Anonymity parameters are set in order to conform to EU cookie law: - Anonymize IP = true - displayFeaturesTask = null
_ga (Google Analytics)	Two years	Necessary	Anonymously tracks user visits. Anonymity parameters are set in order to conform to EU cookie law: - Anonymize IP = true - displayFeaturesTask = null
Topics	48 hours	Necessary	Numerical IDs of the topics visited by the user. This



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			is used to identify returning visitors to a topic page.
Collapsed	One year	Necessary	Holds collapsed content
lastactivity	Six months	Necessary	Used to track user activity
Necessary	Session	Necessary	Stores level of cookie

Website cookies

Our website and blog uses a range of Necessary, Performance and Marketing Cookies.

We use the following cookies:

Name	Duration	Cookie type	Description
Consent	17 years	Necessary	Stores user's cookie consent state for the current domain
s	Session	Necessary	Collects data on user's behaviour and interaction to help optimize the website
_ga	1 year	Necessary	Registers a unique ID that is used to generate statistical data on how the visitor uses the website, to help us report on and improve our website
_gid	24 hours	Necessary	Registers a unique ID that is used to generate statistical data on how the visitor uses the website, to help us report on and improve our website
_gat	1 minute	Necessary	Used by Google Analytics to throttle the request rate and ensure better performance of the website
Hotjar	Full list here	Performance	Hotjar collects anonymised data to understand user activity and interactions on the website. This helps us improve the website experience such as page layout.
Google ads campaign manager	540 days Full list below	Marketing	Full list below
Google analytics	Session Full list below	Marketing	Full list below
FB pixel	Session Full list below	Marketing	Full list below
Customer data	Session Full list below	Marketing	Full list below



Third party cookies

We use third party products to help power our website, such as embedding videos, and as content and marketing partners.

Third parties may also deploy Necessary, Performance and Marketing cookies to monitor performance and enhance the user experience. Third parties may collect anonymous information about your visits to our websites to target advertisements for our services. No personally identifiable information is collected or used in this process.

We also use affiliate cookies. An affiliate is an authorised third party that markets our products through their websites and other platforms such as rewards and cashbacks. They are paid commission for each sale they generate. We use performance cookies to track the number of clicks affiliates create on their site for Pure Planet products. These cookies do not gather personal information and are not used for the purpose of remarketing.

Where we have your consent to use Marketing cookies, we use the information these cookies collect to monitor how you interact with the website and to measure the effectiveness of our advertising campaigns. If you consent to Marketing cookies, as part of the joining process we may remarket to you with data that has been shared with us, on third party platforms. Once you've joined as a Pure Planet member we may share a data profile so we can cease reminding you to join.

A list of the third-parties' using cookies on our website and a description of their function is provided below.

Name	Description
Medium	We use a third-party blog provider, Medium, who in turn use cookies to identify users and provide a consistent browsing experience.
Facebook	We use Facebook as an advertising partner and they use cookies to understand your marketing preferences and provide you with advertising products. They also provide us with insights into the types of people who are interested in our services, and help us to improve our offering and marketing. These cookies let us know who is interacting with our ads, website and apps of our advertisers, so we can be more thoughtful about where we show our adverts, and to whom.
Google	We use Google Analytics to understand our website's users and their preferences, as well as the website's performance. We also use: <ul style="list-style-type: none">• Google Ads, which uses cookies to understand users' interests and actions after clicking on a link• Google Search Ads 360 to run paid search text and discovery ads• Google Demographics and Interest Reporting which is based on data from Google Display Advertising. We use aggregate data provided by this service (such as age, gender and interests) to better understand our website audience and adjust our communications appropriately.• Google Display and Video 360 to run display and video ads.



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Vimeo	We use Vimeo to host our video content and their cookies are used to provide a consistent viewing experience for our users.
YouTube	We use YouTube to provide video ads.
Hotjar	We use Hotjar to see how people interact with our site and app. Hotjar uses cookies and other technologies to collect anonymised data on our users' behaviour and their devices, device screen size, device type (unique device identifiers), browser information, geographic location (country only), preferred language used to display our website. Neither Hotjar nor we will ever use this information to identify individual users or to match it with further data on an individual user. Here's a list of cookies Hotjar uses - https://help.hotjar.com/hc/en-us/articles/115011789248-Hotjar-Cookie-Information#cookies-set-by-the-hotjar-script
Microsoft	We use Microsoft as an advertising partner and they use cookies to understand your marketing preferences and provide you with advertising products. They also provide us with insights into the types of people who are interested in our services, and help us to improve our offering and marketing. These cookies let us know who is interacting with our ads, website and apps of our advertisers, so we can be more thoughtful about where we show our adverts, and to whom.
Pinterest	We use Pinterest as an advertising partner and they use cookies to understand your marketing preferences and provide you with advertising products. They also provide us with insights into the types of people who are interested in our services, and help us to improve our offering and marketing. These cookies let us know who is interacting with our ads, website and apps of our advertisers, so we can be more thoughtful about where we show our adverts, and to whom.
Twitter	We use Twitter as an advertising partner and they use cookies to understand your marketing preferences and provide you with advertising products. They also provide us with insights into the types of people who are interested in our services, and help us to improve our offering and marketing. These cookies let us know who is interacting with our ads, website and apps of our advertisers, so we can be more thoughtful about where we show our adverts, and to whom.
Snapchat	We use Snapchat as an advertising partner and they use cookies to understand your marketing preferences and provide you with advertising products. They also provide us with insights into the types of people who are interested in our services, and help us to improve our offering and marketing. These cookies let us know who is interacting with our ads, website and apps of our advertisers, so we can be more thoughtful about where we show our adverts, and to whom.



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How can you manage your cookies?

When you first use our website or Community site (or if you're using a different device) you'll be asked to consent to us using cookies. If you do not consent we'll only use Necessary cookies (detailed in the tables above).

You can delete cookies at any time in your device or change your browser settings so it blocks them altogether. More details on managing cookies can be found on the Information Commissioner's website here: [Cookies](#)

How can you manage third party cookies?

To manage cookies from a third party platform you'll need to change your preferences directly on those sites. The following links will take you to step by step instructions of how to do this:

- [Medium](#)
- [Facebook](#)
- [Google Analytics](#)
- [Google Analytics for Display Advertising](#)
- [Vimeo](#)
- [YouTube](#)
- [Hotjar](#)
- [Microsoft](#)
- [Pinterest](#)
- [Twitter](#)
- [Snapchat](#)

How can you contact us for further information?

If you have any questions regarding the use of your personal data via the cookies we use, please contact us by emailing help@purepla.net



Marketing Cookies - full list

Name	Source	Purpose
Pure Planet - All Page Visits - CM	Google ads campaign manager	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.
Pure Planet - Blog Page Visits - CM	Google ads campaign manager	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.
Pure Planet - Boiler/Heating/Home Cover Page Visits - CM	Google ads campaign manager	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.
Pure Planet - Electric Vehicles Page Visits - CM	Google ads campaign manager	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.
Pure Planet - Energy Page Visits - CM	Google ads campaign manager	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.
Pure Planet - EO Charger Conversion - CM	Google ads campaign manager	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps track ad campaign performance and create user profiles and lookalikes to enhance the user experience.
Pure Planet - Moving In Page Visits - CM	Google ads campaign manager	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.
Pure Planet - Quote Complete - CM	Google ads campaign manager	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps track ad campaign performance and create user profiles and lookalikes to enhance the user experience.
Pure Planet - Quote Started - CM	Google ads campaign manager	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps track ad campaign performance and create user profiles and lookalikes to enhance the user experience.
Pure Planet - Refer a Friend Page Visits - CM	Google ads campaign manager	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.
Pure Planet - Smart Meters Page Visits - CM	Google ads campaign manager	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.



		experience.
Pure Planet - Switch Complete (Step 12 Email Confirmation)	Google ads campaign manager	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.
Pure Planet - Switch Confirmation - CM	Google ads campaign manager	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps track ad campaign performance and create user profiles and lookalikes to enhance the user experience.
Pure Planet - Switch Started - CM	Google ads campaign manager	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps track ad campaign performance and create user profiles and lookalikes to enhance the user experience.
Pure Planet - Tariff Page Visits - CM	Google ads campaign manager	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.
Pure Planet - Your Switch Page Visits - CM	Google ads campaign manager	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.

EV Page Visitors	Google Analytics	Used to identify users who have visited the EV pages of our website, helping us to remarket to users on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.
Hometree Outbound Link Clickers (last 30 days)	Google Analytics	Used to identify users who have visited the Hometree pages of our website, helping us to remarket to users on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.
New Visitor - Not Converted	Google Analytics	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.
New Visitors (1 session)	Google Analytics	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.
Q+S Journey: All Visitors (No Quote)	Google Analytics	Used to identify users who have started a quote on the website, helping us to remarket to users on other sites. Also helps create user profiles and lookalikes to enhance the user experience.
Q+S Journey: New Visitors (No Quote)	Google Analytics	Used to identify users who have started a quote on the website, helping us to remarket to users on other sites. Also helps create user profiles and lookalikes to enhance the user experience.



Q+S Journey: Quote Completers (All)	Google Analytics	Used to identify users who have completed a quote on the website, helping us to remarket to users on other sites. Also helps track ad campaign performance and create user profiles and lookalikes to enhance the user experience.
Q+S Journey: Quote Completers (High usage)	Google Analytics	Used to identify users who have completed a quote on the website, helping us to remarket to users on other sites. Also helps track ad campaign performance and create user profiles and lookalikes to enhance the user experience.
Q+S Journey: Quote Completers (Low usage)	Google Analytics	Used to identify users who have completed a quote on the website, helping us to remarket to users on other sites. Also helps track ad campaign performance and create user profiles and lookalikes to enhance the user experience.
Q+S Journey: Quote Completers (Medium usage)	Google Analytics	Used to identify users who have completed a quote on the website, helping us to remarket to users on other sites. Also helps track ad campaign performance and create user profiles and lookalikes to enhance the user experience.
Q+S Journey: Quote Starters	Google Analytics	Used to identify users who have started a quote on the website, helping us to remarket to users on other sites. Also helps track ad campaign performance and create user profiles and lookalikes to enhance the user experience.
Q+S Journey: Returning Visitors (No Quote)	Google Analytics	Used to identify users who have started a quote on the website, helping us to remarket to users on other sites. Also helps create user profiles and lookalikes to enhance the user experience.
Q+S Journey: Switch Starts	Google Analytics	Used to identify users who have started a switch to PP on the website, helping us to remarket to users on other sites. Also helps track ad campaign performance and create user profiles and lookalikes to enhance the user experience.
Q+S Journey: Switchers	Google Analytics	Used to identify users who have started a switch to PP on the website, helping us to remarket to users on other sites. Also helps track ad campaign performance and create user profiles and lookalikes to enhance the user experience.
Returning Visitor - Not Converted	Google Analytics	Used to identify returning visitors to the website, helping us to remarket to users on other sites. Also helps create user profiles and lookalikes to enhance the user experience.
Returning Visitors - 17 Days	Google Analytics	Used to identify returning visitors to the website, helping us to remarket to users on other sites. Also helps create user profiles and lookalikes to enhance the user experience.
Returning Visitors - 30 Days	Google Analytics	Used to identify returning visitors to the website, helping us to remarket to users on other sites. Also helps create user profiles and lookalikes to enhance the user experience.
Returning Visitors - 60 Days	Google Analytics	Used to identify returning visitors to the website, helping us to remarket to users on other sites. Also helps create user profiles and lookalikes to enhance the user experience.
Returning Visitors - 7 Days	Google Analytics	Used to identify returning visitors to the website, helping us to remarket to users on other sites. Also helps create user profiles and lookalikes to enhance the user experience.



Returning Visitors - 90 Days	Google Analytics	Used to identify returning visitors to the website, helping us to remarket to users on other sites. Also helps create user profiles and lookalikes to enhance the user experience.
Switch Completers - 90D, 180D	FB Pixel	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.
Quote Starters - 30D	FB Pixel	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.
Switch Abandoners - 30D, 90D	FB Pixel	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.
Site Visitors 60D	FB Pixel	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.
High Energy Usage Quotes - 90D	FB Pixel	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.
Medium Energy Usage Quotes - 90D	FB Pixel	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.
Low Energy Usage Quotes - 90D	FB Pixel	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.
Dual Fuel Type Quotes - 90D	FB Pixel	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.
Single Fuel Type Quotes - 90D	FB Pixel	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.
PageView	FB Pixel	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps track ad campaign performance and create user profiles and lookalikes to enhance the user experience.
Quote started	FB Pixel	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps track ad campaign performance and create user profiles and lookalikes to enhance the user experience.



Lead	FB Pixel	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps track ad campaign performance and create user profiles and lookalikes to enhance the user experience.
Switch Started	FB Pixel	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps track ad campaign performance and create user profiles and lookalikes to enhance the user experience.
Submit Application	FB Pixel	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps track ad campaign performance and create user profiles and lookalikes to enhance the user experience.
EvSignupSiteExit	FB Pixel	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps track ad campaign performance and create user profiles and lookalikes to enhance the user experience.

Active_EMs_MGM_Donors_Recipients	Customer data	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.
Lookalikes_Active_EMs_All	Customer data	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.
Lookalikes_Active_EMs_Homeowners	Customer data	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.
FB_Lookalikes_Active_EMs_All	Customer data	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.
FB_Lookalikes_Active_EMs_Homeowners	Customer data	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.
FB_Active_EMs_MGM_Donors_Recipients	Customer Data	Used for to identify users to remarket to on other sites (or avoid remarketing to if the user is a PP member). Also helps create user profiles and lookalikes to enhance the user experience.