

The information we collect and how we collect it

Information you provide to Eldon

We collect the information that you provide to us via the Websites, partner Websites and over the telephone when you obtain a quote, make a change to your policy, request support or submit an enquiry, including claims notifications, or buy products and services from us.

This information may include:

1. basic personal details such as your name, address, e-mail address or date of birth;
2. additional information about your lifestyle and insurance requirements, such as details of your vehicle, your home, your household or your business arrangements;
3. sensitive personal information – in certain where we have a legitimate interest for the purpose of providing insurance cover or other associated products we may collect sensitive personal information such as health information or disclosures about previous criminal convictions. We will always be clear to explain when and why we need this information and the purposes for which we will use it and will obtain your explicit consent to use sensitive personal information;
4. information about other members of your household or family, for example, family members who may drive your vehicle or who may be included on a household insurance policy or on whose life you take out a life insurance policy; and
5. your marketing and communication preferences.

Information collected from third parties

We use information from public sources such as from credit agencies, Motor Insurance Database, Claims and Underwriting Exchange, fraud prevention databases plus other third parties. This information may be used in various ways, such as to assess your application for a product, service or quote, to verify your identity, carry out anti-fraud checks, provide you with premium and payment options or tailored offers.

We will always be transparent with you about how we use this information including providing further information in our fair processing notices and obtaining your consent where necessary.

Online channels

We may use information from online sources, such as websites, social media and information sharing platforms. This information may be used to help tailor and improve our services and communicate with you effectively, as we know many of our customers use a range of media channels to communicate and share information. The information is also used to understand risk, fraud or other pertinent information for our insurance services. Where we use information from these sources, we will respect any permissions you have set about how you would like your information to be used.

We recommend you routinely review the privacy notices and preference settings that are available to you on any social media platforms.

Information we collect through Cookies and similar technologies

We may collect information through “Cookies” and other similar technologies (e.g. pixel tags or links), to remember you when you visit the Websites so we can improve your online

experience to suit your needs. These help us understand how you and others use our Websites, view our products and respond to our advertising, so we can tailor direct marketing and enhance our overall product and service offering.

Essential cookies

Essential cookies are technical cookies that are required for the operational purposes of our sites. Without essential cookies, our websites couldn't operate properly. Essential cookies include, for example, cookies that enable you to log into secure areas.

Performance Cookies

Performance cookies allow us to recognise and count the number of visitors to our website, and observe how visitors move around the site. This helps us to improve the way our website works by enabling us to tailor our site to the way visitors uses it. The information we collect from performance cookies is aggregated, meaning we cannot identify you while using them.

Your right to refuse cookies and what happens if you refuse them

You can disable cookies by activating the relevant settings on your browser. However, if you do so you may not be able to access all the information on our sites. If you continue using our sites, and do not change your browser settings, we will assume that you approve of us using cookies as described above.

When you visit one of our websites, we may record your device information including hardware and software used, general location, when and how you interact with our websites. This information is retained and used to note your interest in our Websites, improve customer journeys, determine pricing, fraud prevention and/or offer you available discounts.

We may also use your information in pseudonymised and/or anonymised form (so that you cannot be identified) to analyse how people use our Websites, view our products and respond to our advertising.

When you receive direct marketing from us via email, we may also use technology e.g. pixel tags or links to determine your use of and interest in our direct marketing.

To find out more about Cookies and related technologies please read our separate Cookie Policy.

Other information we collect

When you visit one of our Websites, we may automatically record your computer's IP address for detecting fraudulent activity.