

## **COOKIE POLICY**

This Cookie Policy (“**Cookie Policy**”) is a part of and incorporated within and is to be read along with the Terms of Website Use (“**Terms**”). The capitalized terms used in this Cookie Policy, but not defined herein, shall have the meaning given to such terms in the Terms.

### **What are cookies, pixels, and local storage?**

Cookies are small files that the websites place on your computer as you browse the web. Like many websites, we use cookies to discover how people are using our services and to make them work better.

A pixel is a small amount of code on a web page or in an email notification. As many services do, we use pixels to learn whether you’ve interacted with certain web or email content. This helps us measure and improve our services and personalize your experience on the Website.

Local storage is an industry-standard technology that allows a website or application to store information locally on your computer or mobile device. We use local storage to customize what we show you based on your past interactions with the Website.

### **Why do we use these technologies?**

We use these technologies to do things like:

- make the Website easier or faster to use;
- enable features and store information about you (including on your device or in your browser cache) and your use of the Website;
- deliver, understand and improve advertising;
- monitor and understand the use of our products and services; and,
- protect you, others and the Website.
- speed up your future activities and experience on our Website
- remember information about your browser and your preferences

We cannot identify you personally from this information.

### **What types of cookies do we use?**

Two types of cookies may be used on the Website - "session cookies" and "persistent cookies". Session cookies are temporary cookies that remain on your device until you leave the Website. A persistent cookie remains on your device for much longer or until you manually delete it (how long the cookie remains on your device will depend on the duration or "lifetime" of the specific cookie and your browser settings).

Some of the pages you visit may also collect information using pixel tags (also called clear gifs) that may be shared with third parties which directly support our promotional activities and website development. For example, website usage information about visitors of the Website may be shared with our third-party advertising agency to better target internet banner advertisements on our Website. The information is not, however, personally identifiable, although it could be linked to your personal information.

## Cookies used on the Website

Type of Cookie	What do they do?	Do these cookies collect my personal data / identify me?
Necessary	These cookies are essential to make our Website work correctly, they enable you to move around our Website and use our features. Examples include remembering previous actions (e.g. entered text) when navigating back to a page in the same session.	These cookies don't identify you as an individual. If you do not accept these cookies, it may affect the performance of the Website, or parts of it.
Performance	These cookies help us understand how visitors interact with our Website by providing information about the areas visited, the time spent on the Website, and any issues encountered, such as error messages. This helps us improve the performance of our Website.	These cookies don't identify you as an individual. All data is collected and aggregated anonymously.
Functionality	These cookies allow our Website to remember the choices you make (such as your user name, language or the region you are in) to provide a more personalised online experience.	The information these cookies collect may include personally identifiable information that you have disclosed, such as your username or profile picture. We shall always be transparent with you about what information we collect, what we do with it and with whom we share it.  If you do not accept these cookies, it may affect the performance and functionality of the Website and may restrict access to content on the Website.
Targeting / advertising	These cookies are used to deliver content that is more relevant to you and your interests. They may be used to deliver targeted advertising or to limit the number of times you see an advertisement. They also help us measure the effectiveness of advertising campaigns.  We may use these cookies to remember websites you have visited and we may share this information with other parties, including advertisers and our agencies.	Most types of these cookies track consumers via their IP address so may collect some personal identifiable information.

## Where are these technologies used?

We use these technologies on our own Website and services and on other Websites that have integrated our services. This includes our advertising and platform partners'. Third parties may also use these technologies, for example, when you interact with their content from within our services, like when you click a link or stream media on the Website from a third-party service, and to help with the delivery of ads shown on and off of the Website.

### **Do we use Third Party Cookies?**

We use a number of suppliers that may also set cookies on your device on our behalf when you visit the Website to allow them to deliver the services they are providing.

When you visit the Website you may receive cookies from third party websites or domains. We endeavour to identify these cookies before they are used so that you can decide whether or not you wish to accept them. More information about these cookies may be available on the relevant third party's website.

### **How can I control Cookies?**

Most internet browsers are initially set up to automatically accept cookies. You can change the settings to block cookies or to alert you when cookies are being sent to your device. There are a number of ways to manage cookies. Please refer to your browser instructions or help screen to learn more about how to adjust or modify your browser settings.

If you disable the cookies that we use, this may impact your experience while on the Website, for example you may not be able to visit certain areas of the Website or you may not receive personalised information when you visit the Website.

If you use different devices to view and access the Website (e.g. your computer, smartphone, tablet etc) you will need to ensure that each browser on each device is adjusted to suit your cookie preferences.