Last updated: 07.06.2024

Cookies and Third Party Analytics Policy

1. Cookies

    In general, cookies are used to make website work, or to work more efficiently, as well as to provide information to the owners of the website.

    We use cookies on our Site for a variety of reasons, including:

    (a) where they are required for particular features to work (e.g., if you are a logged in user, to allow you to remain logged in whilst you complete certain tasks),
    (b) to help Us to improve the Site and services, and deliver personalised service by enabling Us to estimate audience size and usage patterns;
    (c) store information about your preferences;
    (d) to make recommendation of products and services to you that are relevant to your interest based on an analysis of your user behaviour,
    (e) to speed up your searches and recognise you when you return to the Site or use the services; and
    (f) for authentication and security purposes.

1.1. *Classifications and Types of Cookies*

    Cookies broadly consist of the following:
    • first party cookies, served directly by Us to your device; or
    • third-party cookies, which are served by a third party on Our behalf.

    Cookies may be either persistent or session based, and Our Site use both kinds of cookies.

    Persistent cookies are stored on your computer, contain an expiry date, and may be used to track your browsing behaviour upon return to the issuing site. Session cookies are short-lived, are used only during a browsing session, and expire when you quit your browser.

    We use the following types of cookies:
    (a) Essential cookies: essential to the functioning of the Site;
    (b) Performance cookies: assists Us to measure our Site's performance and improve your experience with any information collected in aggregated and anonymised form;
    (c) Functionality cookies: allows Us to enhance Your experience (for example by remembering any settings you may have selected); and
    (d) Marketing cookies: used to track user activity and sessions so that We can deliver a more personalized service. Marketing cookies are set by third parties with whom we execute marketing campaigns and allow us to provide marketing relevant to you.

1.2. *Opt-out*

    You may set your browser to notify you before you receive a cookie. You can also set your browser to turn off most cookies. Cookies that are essential cookies used for site navigation and session management, may be required to make the Site function correctly. Cookies that are non-essential cookies are not required to make the Site function correctly.

2. Pixels

A pixel is a tiny image that may be embedded within web pages and emails, requiring a call (which provides device and visit information) to our servers in order for the pixel to be rendered in those web pages and emails. We use pixels to learn more about your interactions with email content or web content, such as whether you interacted with ads or posts. Pixels can also enable Us and third parties to place cookies on your browser.

3.   Third Party Analytics

We also use automated devices and applications provided by third parties, such as Google Analytics and Adobe Analytics, and to evaluate usage of Our Site and services.

We collect information from these third parties and use these tools to help Us improve Our services, performance, and user experiences. These third parties may use cookies and other tracking technologies which collect information to perform their services. We do not share personal information that We collect directly with these third parties. However, these third parties may collect personal information directly through the use of cookies and other tracking technologies.

For an explanation of the information collected by some of these third parties and their respective privacy policies, the following examples may be helpful:
- Google Analytics: https://policies.google.com/privacy?hl=en-AU;
- Adobe Analytic: https://www.adobe.com/au/privacy.html

To opt-out from third parties, the following links may be useful:
- Google Analytics: https://tools.google.com/dlpage/gaoptout
- Adobe Analytics: https://www.adobe.com/au/privacy/opt-out.html

We also collect transactional information and browse behaviour on Our website. We may use such information to offer you recommendations for products and services that are relevant to your interests. We share IP address, unique ID number, and shop and browse behaviour with third parties (including Google Ad) on an aggregate basis but does not share personal information for these purposes. For an explanation of how Google Ad manages ads and data, please visit: https://safety.google/intl/en_au/privacy/ads-and-data/

4. Update

This Policy may change from time to time and is available on Our Site. When we change this Policy, we will revise the "Last updated" date at the top of this Cookie Policy. We recommend that you check this page from time to time to inform yourself of any changes in this Policy or any of our other policies.