

## **Cookie statement**

### *About this statement*

This statement gives you information about our use of cookies. This is relevant to when you use your computer or mobile device to visit online content (such as websites and mobile apps) which display or promote us or our goods or services. The content may be our own, or may be the content of others in which we have an interest, such as our banner advertisements.

Cookies may be arranged (“set”) by us or by others under an arrangement with us, such as companies whose business it is to analyse information. We may also access information from cookies set by others (“3<sup>rd</sup> party cookies”).

### *Why should you know about cookies?*

You should know about cookies because they involve the collection of information about you (which may or may not be personal information) in a way which may not be obvious to you.

### *What is a cookie?*

Cookies are small pieces of information captured when your device is used to access online content. Cookies are stored in your device by the person who arranges for the cookie to be set. This person may be the provider of the content being accessed. It might be a 3<sup>rd</sup> party. 3<sup>rd</sup> party cookies are used to provide information about your device’s access to more than one discrete site or data set.

### *Why do we allow cookies to be used?*

We allow cookies to be used for three reasons.

First, we allow session cookies to be used when you visit our online content. This enables your device to move from page to page without having to log in repeatedly. These generally improve your browsing experience.

Secondly, we allow persistent (permanent) cookies to be used to better inform how the content your device visits may be presented to you. Persistent cookies can store your preferences for a particular site, so they will be remembered when the site is visited again.

Thirdly, we allow persistent and other kinds of permanent cookies (such as “flash” cookies) to be set and we access information from 3<sup>rd</sup> party cookies in order to assist in compiling and analysing the types of online content you visit and your interaction with that content. This assists us to assess what promotions to make to you, when and how. It also assists us to measure the effectiveness of our promotions.

### *What are your choices about cookies?*

You can control the extent to which your device allows cookies to be set on it. You can do this by changing the settings on the software your device uses to access the internet (your browser software). For example, depending on which browser your device uses, you may be able to disable third party cookies.

There is a lot of information available about how cookies work and how to change your browser’s cookie preferences. This includes information at the following links: [Stay smart online – all about cookies and your privacy](#); [Your online choices](#) and [Privacy Commissioner Fact Sheet on online behavioural advertising](#).