

Feedsy Cookie Policy

1. Why do we need a cookie policy?

- This Cookie Policy explains how Feedsy Pty Ltd ACN 606 000 426 (**Feedsy, we, us and our**) use cookies and other internet tracking software to collect information from and about you when you visit our website.
- This Cookie Policy forms part of our Privacy Policy (feedsy.com.au/privacy-policy)
- When we use a capitalised term which we did not define in this Cookie Policy, we mean the same thing as we mean when we define them in the Privacy Policy or our other Terms and Conditions (feedsy.com.au/terms-and-conditions).
- We need your freely given, specific and informed voluntary consent to use cookies that are not essential.
- It possible for you to change your cookie settings, change your mind or withdraw your consent at anytime to the use of cookies.

2. What is a cookie?

- Cookies and similar technologies are small files that we ask you to download when you visit our website.
- With consent, the files automatically are sent to a person's computer, tablet, phone or device when they visit a website and they stay there and send back data to the website when the person visits it again.
- They help us recognise visitors to our website and to track and analyse their actions on it.
- They also track and analyse logged-in users of Feedsy Products and recipients of Feedsy Content sent through the Feedsy Channels.
- When we use the word "**cookies**", we mean any software that collects data from this website.
- We use our own cookies that we developed and others from companies we work with such as social media, search engines, other advertising networks, and our business partners.

3. The different types of cookies - essential cookies and other non-essential cookies and how they are used

- Different types of cookies do different jobs on the website.
 - We need some to make the website work. We categorise them as "Strictly necessary"
 - Others are not essential but are good to have to make the website or our business work better.
 - Some are to make the website work better. We categorise them as "Performance".
 - Some help us market better. We categorise them as "Marketing"
 - Others help us make our business more efficient and work batter. We categorise them as "Analytics and customisation".
- For more information about cookies, what they are, how they work and how long they last for, see below table and sections 4**Error! Reference source not found.** to 8 below.

Category	What they do	Persistent or session?
Strictly necessary	<p>These cookies are needed to run our website, to keep it secure if users are logged on and to obey regulations that apply to us. They help us know who are customers and users are so that they can log on and manage their accounts. They also help us keep user details safe and private.</p> <p>These cookies are also used for remembering things like:</p> <ul style="list-style-type: none"> • user ID on the log on page; • region or country; • preferred language; and • accessibility options like large font or high contrast pages. <p>Other important jobs they do are:</p> <ul style="list-style-type: none"> • help move around the site; • tell us if a person been to it before and which pages they went to; and • tell us how the site is working, so we can find and fix any problems. 	Both
Performance	<p>These cookies are used to enhance the performance and functionality of our websites and the Feedsy Products but are non-essential to their use. However, without these cookies, certain functionality may become unavailable.</p>	Always on
Marketing	<p>These cookies help us decide which of our products, services and offers may be relevant.</p> <p>We may use this data to tailor the marketing and ads on our own and other websites and mobile apps, including social media. For instance, a person may see our ads on other sites after they have been to our website.</p> <p>If a person turns off marketing cookies, they will still see ads online, but they will not be tailored to things that may interest to them.</p> <p>Some our websites also use social networking cookies that may be used for marketing purposes and also to enable a person to share pages and content that they find interesting on our websites and in the Feedsy Content through third party social networking and other websites.</p>	Always on
Analytics and customisation cookies	<p>These cookies collect information that is used either at an individual level or in aggregate form to help us understand how our websites, Feedsy Products and Feedsy Content are being used or how effective our marketing campaigns are, or to help us customise our websites, the Feedsy Products and Feedsy Content.</p>	Always on

4. What else do we use apart from cookies - other tracking technologies such as web beacons and page tags

- Other than cookies, we or third party service providers, use page tags (sometimes known as web beacons) and other tracking technologies within certain parts of the websites and Feedsy Products.
- These other technologies track visitors as they navigate the websites to better understand website performance, and to measure the performance of online advertising.
- If you get an email sent by our customers through our Feedsy Products, we use these other technologies to track a variety of things.
 - For example, web beacons track whether an email sent via the Feedsy Channels was delivered and opened by a user and whether links within the email were clicked by a user.
- We collect this data to analyse the success of email campaigns sent by us or our customers. Our processing of your personal information is in accordance with our Privacy Policy (feedsy.com.au/privacy-policy).

5. For how long do the cookies and other technologies last - session and persistent cookies

- Cookies can be categorised by how long they operate for. They can be either:
 - **Session cookies** which last for the length of a visit to the website or use of an app. They delete themselves when the browser is closed.
 - or
 - **Persistent cookies** which stay on a person's device when they close their browser.
- The website uses both to temporarily store information and to improve user experience while interacting with the website.

6. Where do cookies come from - first and third party cookies

- Cookies can be categorised by where they come from. They can be either:
 - a **first party cookie** which are set by the website or app a person is visiting - that is, the URL displayed in the browser's address bar;
 - or
 - a **third party cookie** which are set by others who are not Feedsy or a Feedsy customer (so outside organisations) - so by a domain other than the one the user is visiting - which typically occurs when the website incorporates elements from other sites, such as images, social media plugins or advertising. When the browser or other software fetches these elements from the other sites, they can set cookies as well.

For example, a person may be on a website that has 'Like' and 'Share' buttons for social network sites. If they click one, the social network site will put a 'third party' cookie on their device. That cookie may then collect data about the person and send it to that other person too. It is necessary for you to select from the privacy choices available on the third party site, to tell them how they can use data.

7. What happens when there are multiple users of one computer or device?

- If more than one person uses a computer or device, the choices set up by other people will apply to everyone using the computer or device also unless they are changed.
- For example, if a person shares a computer with their family, they may see ads based on sites that the other users visited.

8. Your choices and how to managing the cookies or your consents

- It is possible to turn off or delete cookies from a browser. This may affect sites that use similar cookies to us.
- Cookies choices set in a browser replace any set on a single website.

For instance, if a person runs an ad blocker on their browser, they won't see ads that are tailored to them, even if they have turned on marketing cookies.

9. We have the right to amend this Cookie Policy at any time

- We may amend or update this Cookie Policy by posting the updated policy to our website.

- When we need to do this to comply with applicable law, we will seek your consent to changes in our cookies / other technologies or this Cookie Policy.

10. Where you can find out more about cookies

- **Australia**
 - Find out more about cookies from the Office of the Australian Information Commissioner at <https://www.oaic.gov.au>
- **United Kingdom**
 - Find out more about cookies from the United Kingdom Information Commissioner's Office at <https://ico.org.uk/>