

# Cookie Policy

## **BACKGROUND:**

Advertrader Pty Ltd trading as Advertrader (www.advertrader.com) (“Our Site”) uses Cookies and similar technologies in order to distinguish you from other users. By using Cookies, We are able to provide you with a better experience and to improve Our Sites by better understanding how you use it. Please read this Cookie Policy carefully and ensure that you understand it. Your acceptance of Our Cookie Policy is deemed to occur if you continue using Our Sites. If you do not agree to Our Cookie Policy, please stop using Our Sites immediately.

## **1. Definitions and Interpretation**

- 1.1 In this Cookie Policy, unless the context otherwise requires, the following expressions have the following meanings:
- “Cookie” means a small file placed on your computer or device by Our Sites when you visit certain parts of Our Site and/or when you use certain features of Our Site;
- “Cookie Law” means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003 and of EU Regulation 2016/679 General Data Protection Regulation (“GDPR”);
- “personal data” means any and all data that relates to an identifiable person who can be directly or indirectly identified from that data, as defined by EU Regulation 2016/679 General Data Protection Regulation (“GDPR”);
- and
- “We/Us/Our” means Advertrader Pty Ltd trading as Advertrader, a company registered in Australia.

## **2. Information About Us**

- 2.1 Our Sites are owned and operated by Advertrader Pty Ltd trading as Advertrader, a company registered in Australia.
- 2.2 Our Data Protection Officer is Rupert Hadlow, and can be contacted by email at [legal@advertrader.com](mailto:legal@advertrader.com), by telephone on +61 417 167 420

## **3. How Does Our Sites Use Cookies?**

- 3.1 Our Sites may place and access certain first party Cookies on your computer or device. First party Cookies are those placed directly by Us and are used only by Us. We use Cookies to facilitate and improve your experience of Our Sites and to provide and improve Our products and or services. We have carefully chosen these Cookies and have taken steps to ensure that your privacy and personal data is protected and respected at all times.

- 3.2 By using Our Sites, you may also receive certain third party Cookies on your computer or device. Third party Cookies are those placed by websites, services, and/or parties other than Us. Third party Cookies are used on Our Sites for advertising services. For more details, please refer to section 4 below.
- 3.3 All Cookies used by and on Our Sites are used in accordance with current Cookie Law. We may use some or all of the following types of Cookie:
- 3.3.1 **Strictly Necessary Cookies** A Cookie falls into this category if it is essential to the operation of Our Sites, supporting functions such as logging in, your shopping basket, and payment transactions.
  - 3.3.2 **Analytics Cookies** It is important for Us to understand how you use Our Sites, for example, how efficiently you are able to navigate around it, and what features you use. Analytics Cookies enable us to gather this information, helping Us to improve Our Sites and your experience of it.
  - 3.3.3 **Functionality Cookies** Functionality Cookies enable Us to provide additional functions to you on Our Sites such as personalisation and remembering your saved preferences. Some functionality Cookies may also be strictly necessary Cookies, but not all necessarily fall into that category.
  - 3.3.4 **Targeting Cookies** It is important for Us to know when and how often you visit Our Sites, and which parts of it you have used (including which pages you have visited and which links you have visited). As with analytics Cookies, this information helps us to better understand you and, in turn, to make Our Sites and advertising more relevant to your interests. Some information gathered by targeting Cookies may also be shared with third parties.
  - 3.3.5 **Third Party Cookies** Third party Cookies are not placed by Us; instead, they are placed by third parties that provide services to Us and/or to you. Third party Cookies may be used by advertising services to serve up tailored advertising to you on Our Sites, or by third parties providing analytics services to Us (these Cookies will work in the same way as analytics Cookies described above).
  - 3.3.6 **Persistent Cookies** Any of the above types of Cookie may be a persistent Cookie. Persistent Cookies are those which remain on your computer or device for a predetermined period and are activated each time you visit Our Sites.
  - 3.3.7 **Session Cookies** Any of the above types of Cookie may be a session Cookie. Session Cookies are temporary and only remain on your computer or device from the point at which you visit Our Sites until you

close your browser. Session Cookies are deleted when you close your browser.

3.4 Cookies on Our Sites are not permanent and will expire as indicated in the table below.

3.5 For more details of the personal data that We collect and use, the measures we have in place to protect personal data, your legal rights, and our legal obligations, please refer to our Privacy Policy <https://www.advertiser.com/legal>.

3.6 For more specific details of the Cookies that We use, please refer to the table below.

#### 4. What Cookies Does Our Sites Use?

4.1 The following first party Cookies may be placed on your computer or device:

Name of Cookie	Purpose & Type	Strictly Necessary
Wordpress Site Theme		Yes

4.2 The following third party Cookies may be placed on your computer or device:

Name of Cookie	Purpose & Type	Provider	Strictly Necessary
Google Analytics	Website Traffic Analysis	Google	Yes
Adroll Retargeting	Retargeting Ads	Adroll	No
Lucky Orange	Traffic Analysis	Lucky Orange	Yes

4.3 Our Sites uses analytics services provided by Google and Luckyorange. Website analytics refers to a set of tools used to collect and analyse anonymous usage information, enabling Us to better understand how Our Sites is used. This, in turn, enables Us to improve Our Sites and the products AND services offered through it. You do not have to allow Us to use these Cookies, however whilst Our use of them does not pose any risk to your privacy or your safe use of Our Sites, it does enable Us to continually improve Our Sites, making it a better and more useful experience for you.

4.4 The analytics service(s) used by Our Sites use(s) analytics Cookies to gather the required information.

4.5 The analytics service(s) used by Our Sites use(s) the following analytics Cookies:

Name of Cookie	Purpose & Type	Provider	Strictly Necessary
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Google Analytics	Website Traffic Analysis Google Yes
Lucky Orange	Traffic Analysis Lucky Orange Yes

## 5. Consent and Control

- 5.1 Cookies will be automatically placed on the website as soon as you navigate to it. A disclaimer at the bottom of the page will provide information on the cookies. If you do not wish to accept these cookies, then please navigate away from the site / close the app and delete cookies from your browser.
- 5.2 In addition to the controls that We provide, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all Cookies or only third party Cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.
- 5.3 The links below provide instructions on how to control Cookies in all mainstream browsers:
- 5.3.1 Google Chrome:  
<https://support.google.com/chrome/answer/95647?hl=en-GB>
- 5.3.2 Microsoft Internet Explorer:  
<https://support.microsoft.com/enus/kb/278835>
- 5.3.3 Microsoft Edge:  
<https://support.microsoft.com/engb/products/microsoft-edge> (Please note that there are no specific instructions at this time, but Microsoft support will be able to assist)
- 5.3.4 Safari (macOS):  
[https://support.apple.com/kb/PH21411?viewlocale=en\\_GB&locale=en\\_GB](https://support.apple.com/kb/PH21411?viewlocale=en_GB&locale=en_GB)
- 5.3.5 Safari (iOS): <https://support.apple.com/en-gb/HT201265>
- 5.3.6 Mozilla Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-Cookies-website-preferences>
- 5.3.7 Android:  
<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DAndroid&hl=en> (Please refer to your device's documentation for manufacturers' own browsers)

## **6. Changes to this Cookie Policy**

- 6.1 We may alter this Cookie Policy at any time. Any such changes will become binding on you on your first use of Our Sites after the changes have been made. You are therefore advised to check this page from time to time.
- 6.2 In the event of any conflict between the current version of this Cookie Policy and any previous version(s), the provisions current and in effect shall prevail unless it is expressly stated otherwise.

## **7. Further Information**

- 7.1 If you would like to know more about how We use Cookies, please contact Us at [legal@advertrader.com](mailto:legal@advertrader.com), by telephone on +61 417 167420.
- 7.2 For more information about privacy, data protection and our terms and conditions, please visit the following:
  - 7.2.1 [https://www.advertrader.com/legal](https://www.advertrader.com/legal;);