DisplaySweet Cookie Policy

This cookie policy sets out how Display Sweet Pty Ltd (ACN 613 256 054), and its related entities (collectively, referred to as "DisplaySweet", "we", "our" or "us" in this policy) collects information automatically when you interact with us when you use our software applications and online Platform which we make available online via websites specified by us from time to time, including at the displaysweet.com website and via app versions that may be downloaded to tablets (collectively, the "Platform"), or when you access our content or newsletters, including when you access content from emails we send you, or use our other products and services (collectively, the "Services").

We are committed to protecting your privacy. This cookie policy sets out how we use cookies and similar technologies, what information we collect when using cookies and how you can control the use of cookies. Our use of cookies may involve collecting and/or processing personal information or personal data that relates to an identified or identifiable individual ("Personal Information"). For more information on our data protection practices and how we store, collect and disclose Personal Information, please see our Privacy Policy.

What are "cookies" and "web beacons"?
A "cookie" is a small text file that a website sends to your computer, tablet or mobile phone to uniquely identify or store information in your browser. This information is generally not linked to your personal identity, however, cookies may be treated as Personal Information for the purposes of data privacy and data protection laws, including the European Union's *General Data Protection Regulation* ("GDPR").

"Web beacons" and tracking "pixels" are bits of data that count the number of users who access a website and track how they use the website. Web beacons used on our Platform or in newsletters and emails allow us to analyze the read count of an article, or whether an email message was successfully delivered or read. Web beacons are also used to verify any clicks through to links or ads contained in newsletters and emails. We may use this information to help us identify which articles are of interest to you.

"Tracking URLs" are special links that allow us to record when a link is clicked. We may use these to help us measure the effectiveness of campaigns and advertising, and the popularity of content that is read on our Platform, newsletters and emails.

What information do we collect through cookies?
The information we collect through cookies and similar technologies may include your IP address, browser characteristics, mobile or device characteristics, unique device ID, operating system, language preferences, referring URLs, logs on actions taken on our websites such as content on which you may click while browsing the websites, and dates and times you access or use the websites. We may use similar automated means in connection with your use of our Platform when used on mobile and tablet devices.

What do we use cookies for?
We use cookies and similar technologies for the proper functioning of our Platform, including our websites. The information gathered by cookies allows us to analyze the usage of our Platform, provide further context around the visitors to our Platform, and the content accessed by visitors to our Platform.

In addition, cookies allow us to display relevant content on our Platform and enhance your experience of our Services by remembering your preferences, the content you accessed and your search queries.

What kinds of cookies do we use?
Our uses different types of cookies. Some of the cookies we use are called “first party cookies” because we place these cookies on your device when you visit our Platform. Other cookies we use are called “third party cookies” as these cookies are set by another website other than ours when you visit our Platform.

Some cookies are “persistent cookies” as they stay on your computer or device for a period of time and are activated each time you visit the website that created that cookie. Persistent cookies may stay on your computer or device even after you have exited our Platform. Other cookies are “session cookies” as these are temporary cookies that are activated when you open a browser window to start a browser session. Session cookies allow us to link your actions during your browser session on our Platform. Once you close the browser window your browser session ends and all session cookies are deleted.

Our Platform may use the following different types of cookies for their specific purposes.

Type of cookie	**Purpose of cookie**
Strictly Necessary Cookies	cookies are essential to our Platform as they facilitate our authentication, sign-up or log-in process, and enable you to access a website or application or use its features. These cookies allow you to fully utilize our Platform and Services, and if they are not used, they may not function properly. We may use Strictly Necessary Cookies to collect encrypted user session identifiers, device identifiers, demographic information, log-in identifiers and information necessary to authenticate users on the Platform. These cookies are mostly session cookies and will be deleted from your computer or mobile device after each browser session.
Functionality Cookies	These cookies enhance the user’s experience when they visit a website. We may use Functionality Cookies to provide enhanced and more personalized content, language, and features or to count articles viewed, to allow us to use credentials to automatically login a user, to determine the approximate device location a session, to store selected settings or remember the choices you make while browsing the Platform (such as customizing a certain webpage, remembering your preferred language or remembering your username), to provide enhanced and more personalized content and features or to count articles viewed. To facilitate your access to our Platform, our servers receive and record information about your computer, device, and browser, which may include your IP address, browser type, and other software or hardware information. If you access the Platform from a mobile or other device, we may collect a unique device identifier assigned to that device, geolocation data, or other traffic information for that device. These cookies are mostly persistent cookies and will remain on your computer or mobile device for the period of time specified in the cookie.
Analytics Cookies	We and our service providers may use analytics to collect de-identified information about your use of the Platform to help create reports and statistics on the performance of the Platform and possibly to present you with personalized content. Analytics Cookies gather information such as your IP address, device type, device operating system, referring URLs, geographic information, date and time of page visits, and which pages you visit the most. The information allows us to measure the number of visitors to our Platform, see the overall patterns of usage on the Platform, help us record any difficulties you have with the Platform, and show us the effectiveness of our advertising and marketing. Information collected via the use of Analytics Cookies will be de-identified at all time.

Targeting and Advertising Cookies	We may use Targeting and Advertising Cookies to provide personalized or behavioral advertising. This is done by delivering online ads based on your previous web browsing activity. Cookies are placed on your browser which will remember the websites you have visited. Advertising is then personalized based on your browsing activity and displayed to you when you visit websites who use the same advertising networks. These cookies may be combined with other information acquired from third parties. We may share this information with other organizations only for the purpose of targeting marketing and advertising and otherwise in accordance with applicable laws. This information, such as email address information, may be provided to other organizations such as Facebook and may be used by us for the purpose of retargeting and remarketing. This information will be provided securely and/or encrypted. We may also target you with ads based on your geographic location (determined by your IP address). If you opt out of Targeting and Advertising Cookies, you may still see ads on our Platforms, however, we will not be able to personalize the ads you see based on your online behavior. However, you may still receive targeted ads from other third party websites or social media platforms, where you have not opted out.
Social Networking Cookies	Our Platforms and Services may have social plug-in capabilities which may include cookies which allow you to register on our Platforms with your social network account. These cookies may also track both members and non-members of social networks for additional purposes such as behavioral advertising, analytics, and market research.

How do third parties use cookies on our Platform?
In some circumstances, we may work with third parties to provide services on our Platform. For instance, we may use analytics services supported by third party companies who generate Analytics Cookies on our behalf. We may not have access to these cookies, although we may use statistical information arising from the cookies provided by these third parties to customize content and for the other purposes described above. These companies may also transfer this information to third parties where they are able to do so at law, or where such other parties process the information on their behalf.

Third-party advertisers and other organizations may also use their own cookies to collect information about your activities on our Platform and/or the advertisements you have clicked on. This information, which may be combined with other information acquired from third parties, may be used by them to display advertisements on our Platform from third party sites that they believe are most likely to be of interest to you based on content you have viewed.

Third-party advertisers may also use this information to measure the effectiveness of their advertisements and to track aggregate usage statistics. We may not have control of these third-party cookies and their use may be governed by the privacy policies of the third parties employing these cookies. To learn about these cookies and how to disable or reject third-party cookies, please refer to the relevant privacy or cookie policy on the website of the third parties we have listed below.

Which cookies do we use?
We use the following cookies:

Cookie Name	Cookie Type	Further Info
Full Story	Analytics Cookies	Manage cookies via your browser settings
Map Box	Analytics Cookies	Manage cookies via your browser settings
Google Analytics	Analytics Cookies	Google Analytics Opt Out (learn more about how Google Analytics uses your data)
Mixpanel	Analytics Cookies	Manage cookies via your browser settings
Optimizely	Analytics Cookies	Optimizely Opt Out
Facebook Social Plugin	Social Networking Cookies	https://www.facebook.com/help/www/443483272359009
Google Plus	Social Networking Cookies	https://policies.google.com/technologies/partner-sites?hl=en
Instagram	Social Networking Cookies	https://help.instagram.com/155833707900388
LinkedIn	Social Networking Cookies	https://www.linkedin.com/legal/privacy-policy
Twitter	Social Networking Cookies	https://twitter.com/en/privacy

How can you manage cookies?
You may also manage cookies or stop cookies from being downloaded on to your device by selecting the appropriate settings on your browser. Most browsers will tell you how to stop accepting new cookies, how to be notified when you receive a new cookie, and how to disable existing cookies. For further information on how to disable cookies within your browser, you can check your browser settings or visit your browser's support or help pages.

In addition, you can manage the use of Flash Cookies from the Platform using Adobe's Flash management tools at adobe.com/security/flashplayer (Flash Cookies cannot be managed via your browser).

If you are using a mobile device, your device settings may also allow you to prohibit mobile app platforms (such as Apple or Google) from sharing certain information obtained by automated means with us.

Please note that by disabling or blocking any or all cookies, some or all features of our Platform may not operate as intended, or you may not have access to features or personalisation available through our Platform.

Contact us

If you have any questions about our use of cookies, please contact us at hello@displaysweet.com or write to us at:

Display Sweet Pty Ltd

Level 1, 257 Chapel Street Prahran VIC 3181 Australia

We may update or change this cookie policy from time to time. When we do amend it, the changes will be effective immediately upon being made available on our Platform.

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