COOKIE POLICY

Pop Up Notice

We use cookies for various purposes including analytics and personalised marketing. By continuing to use this Platform, you agree to our use of cookies as described in our Cookie Policy.

Relationship to other Policies

This Cookie Policy forms part of our Privacy Policy and should be read together with the Privacy Policy, our Liability & Disclaimer and our Terms & Conditions.

Overview

This Cookie Policy explains:

- what cookies and similar technologies are;
- how and why we use cookies and similar technologies;
- the choices you have in relation to our use of cookies and similar technologies;
- where to find additional information in relation to cookies and similar technologies;
- how to contact us in relation to our use of cookies and similar technologies.

Terminology

We use:

- the terms "cookies" and "similar technologies" interchangeably to refer to all of these technologies;
- the term "Platform" to refer to the "website" (www.phillipstreetassociates.com), "portal" (portal.phillipstreetassociates.com) and the app versions of each of them, as well as the online services offered under or in connection with them;
- the term "we", "us", "our" (as applicable), to refer to Phillip Street Associates Pty Ltd (ACN 633 337 318) trading as Phillip Street Associates (ABN 36 633 337 318). Incorporated Legal Practice (LSPID35835). Liability limited by a scheme approved under Professional Standards Legislation.

Purpose of Using Cookies

This Platform may use cookies and other tracking technologies:

- for storing information (including pixels / web beacons / clear GIFs, local storage and device identifiers);
- to help personalise your online experience;
- to help provide, protect and improve the Platform.

Examples include:

- to save your preferences;
- to personalize content;
- to target ads (if any);
- to combat fraud and abuse; and
- to streamline the functioning of and your access to the Platform.

What are Cookies?

Cookies are small text file identifiers that are placed on your computer, mobile or other device through your web browser when you visit websites.

They enable our systems to recognise your browser. They are used to record information about your activity, including the pages you view, the content you download or watch, ads you click on, your settings and other actions you may take on the Platform.

The purpose of a cookie is to tell the web server that you have returned to a specific page. For example, if you personalise the Platform's pages, or register with any of our Platform's services, a cookie enables the Platform to recall your specific information on subsequent visits.

Types of Cookies

Cookies can be "persistent" or "session" cookies.

- *Persistent Cookies* stay on your device for a set period of time or until you delete them.
- *Session Cookies* are deleted once you close your web browser.

Similar Technologies

We use other data collecting technologies with similar functionality as cookies, including pixels, local storage and device identifiers.

- *Pixels* – A pixel is a small amount of code on a web page or in an email notification that typically work in conjunction with cookies to identify our users and record user behaviour. We use pixels to learn whether you have interacted with certain web or email content. This helps us measure and improve our services and personalise your experience.

- *Local Storage* – Local storage is an industry-standard technology that allows a website or app to store information locally on your computer, mobile or other device. We may use local storage, including HTML5, to customise what we show you based on your content consumption and other past interactions with the Platform.

- *Device Identifiers* – We also use mobile device and advertising identifiers for the same purposes articulated above (eg to recognise your device when you return to or use the Platform).

Categorising Our Use of Cookies

While we use cookies to deliver, measure and improve the Platform in various ways, the cookies we use generally fall into one of the following categories:

- *Operational* – These cookies are necessary to allow us to operate the Platform as you have requested. For example, they let us authenticate your login, and recognise what type of user you are, so we can provide the Platform accordingly.

- *Security / Abuse* – These cookies enable and support our security features and help us detect malicious or unauthorised activity. We also use cookies to help combat fraud and other activity that may violate our policies or otherwise degrades our ability to provide the Platform. Cookies also help us fight spam and phishing attacks by enabling us to identify computers or devices that are used to create fake registrations.

- *Preferences / Functional* – These cookies let us operate certain functions of the Platform in line with the choices you make. These cookies enable us to remember you in between visits. For example, when you continue to use or come back to the Platform, we will recognise your user name and remember your settings and content preferences. Deletion of these types of cookies will result in limited functionality of the Platform.

- *Performance / Analytics* – We use these cookies to monitor and assess how the Platform is performing and where it can be improved. For example, we use these cookies to test different versions of our Platform to learn which features or content uses prefer. We also use these cookies to analyse how people access and use our Platform.

- *Personalisation / Advertising* – These cookies use information about your use of the Platform, such as the pages you visit, the content you download, read or watch, or your response to ads (if any) or emails, so that we can deliver content that is more relevant to you. We may also use these cookies to improve reporting on campaign performance.

Third Party Cookies

We may also allow certain service providers to place cookies and similar technologies on the Platform for the same purposes listed above, including collecting information about your online activities over time and across different websites and devices in order to provide you with more relevant advertising. For instance, third-party analytics partners, third-party marketing service providers, and third-party advertising providers, such as:

- *Google Analytics* - This website uses Google Analytics to generate reports about site usage by our visitors. Reports generated include, among others, information about the pages most visited, the time spent on the site, the browser used, the language settings of the visitor's computer etc. This information is anonymized and does not allow us to personally identify website visitors. To opt-out of Google Analytics, you may install the Google Analytics Opt-Out Browser. To opt out of Google Analytics for display advertising or to customise Google display network ads, you can visit the Google Ads Settings page.

- *Facebook* – we may also use Facebook and other social networks to provide advertising services through their advertising and marketing platforms (eg Facebook Pixel, Custom Audiences, Audience Network).

- *Google* - we may also use Google to provide advertising services through Google's adverting and marketing platforms (eg DoubleClick, for Publishers, Google AdX and Adwords).

You may opt out of cookies from these service providers if you so choose. Third party cookies are covered by the relevant third-party's privacy and cookie policies.

Phillip Street Associates

Browser Settings to Accept, Decline, Notify of or Delete Cookies

You have the ability to accept or decline cookies by modifying the settings of your web browser. Browsers can be set to accept or reject cookies or notify you when a cookie is being sent.   You can also manually delete previously stored cookies at any time. If you choose to block, decline or delete cookies, you may not be able to fully experience the features of the Platform

Device Settings

On your device, you may enable the "Limit Ad Tracking" setting (for iOS devices) or "Opt-out of Ads Personalization" setting (for Android devices). To opt out of location tracking when using an App, you can use the settings of your device. You can disable mobile analytics and bug reporting through these same settings as well.

More information

You can find more information about cookies generally at www.aboutcookies.org

Contact Us

If you have any questions about our use of cookies or similar technologies, please contact us in writing at GPO Box 1939 Sydney NSW 2001 or by email at contact@phillipstreetassociates.com.

Date

Last updated on 27 August 2019.