

# ReadyTech Group Cookie Policy

Last Updated: May 29, 2020

By accessing any ReadyTech Group platform or online platform, you agree that we can store and access cookies as provided in this Cookie Policy.

## 1 About this Cookie Policy

- 1.1. We understand that your privacy is important to you and we are committed to being transparent about the technologies that we use and about how we comply with our privacy obligations in accordance with all applicable data protection laws, including the Australian Privacy Principles contained in Schedule 1 to the Privacy Act 1988 (Cth). We also comply with the New Zealand Privacy Act and the EU General Data Protection Regulation (GDPR), where applicable.
- 1.2. This Cookie Policy describes how the ReadyTech Group collects information from individuals who visit ReadyTech Group websites and platforms (collectively, “platforms”) via the use of cookies and other technologies. Those people are referred to in this Cookie Policy collectively as “you” or “your”.
- 1.3. Information collected by cookies does not generally constitute personal information of an individual. However, should such information be aggregated and combined with other information that we may collect, hold, store and process; then such information may be deemed to form identifiable personal data. In those circumstances we will handle such personal data in accordance with our Privacy Policy available at [www.readytech.com.au](http://www.readytech.com.au).
- 1.4. If we decide to change this Cookie Policy, we will post those changes on this webpage so that you will always know what cookies we use, the purpose of the cookies, and how to manage your cookie preferences.

## 2 What are cookies?

- 2.1. Cookies are strings of text files which are stored on the browser or hard drive of an individual’s computer, tablet or smartphone device when they visit our platforms. Cookies, web beacons, clear gifs, pixels, marketing tags and other similar online tracking technologies allow us to log and analyse how you use and interact with our platforms. This enables us to continually improve, monitor and innovate our platforms to ensure that they are user friendly, informative and personal.
- 2.2. By using our platforms, you agree that we can place these cookies on your computer/device for the purposes stated in this policy.

## 3 Cookies that we may use and the purpose for which we use them

- 3.1. Most cookies are accepted automatically but you can alter the settings to prevent automatic acceptance of each cookie through your managed preferences. You can remove the following cookies individually, block cookies from particular sites or from third parties and find out more information about the cookies.
- 3.2. The following table explains the way in which we use cookies on our platforms.

Type	Description	How it is used on our platforms and its purpose
Essential Cookies	Essential Cookies are cookies that are considered strictly necessary for the efficient operation of and provision of services available on our platforms. In order to access, use and experience the full functionality of our platforms, these cookies must be enabled.	<ul style="list-style-type: none"> <li>To provide the functionality contained in our platforms.</li> <li>To navigate through the various weblinks and third party links on our platforms.</li> </ul>
Performance Cookies	Performance cookies collect information about how you use and navigate our platforms and any associated links. These cookies often do not collect identifiable personal information and the information that is collected, is often aggregated and anonymised. Performance cookies are considered to be non-essential.	<ul style="list-style-type: none"> <li>To analyse and understand how you use our platforms and to improve its usability and functionality.</li> <li>We use Google Analytics. This cookie is typically written to the browser upon the first visit. This tool enables us to store information such as the time you visit our platform, whether you have visited before and the platform that you visited prior to visiting our site, to collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited. We use the information generated by this tool for platform analytical data collection, to prepare reports and improve a user's experience of the platform. To opt out of this cookie, please <a href="#">click here</a>. To understand how Google uses data <a href="#">click here</a>.</li> </ul>
Functional Cookies	Functional cookies are non-essential cookies that collect and store information about past choices and decisions that you have previously made when using our platforms.	<ul style="list-style-type: none"> <li>Functional cookies are used to hold an end user's username as part of a "remember me" feature.</li> <li>Certain selected customisations such as currency, language and location settings are saved and stored for ease of use next time.</li> <li>When enquiries are submitted through our platforms, the enquiring person's name and email address will also be saved in cookies. If that person wishes to submit another enquiry later on, their details will be stored and pre-filled for their convenience. These cookies will be saved on their computer until they delete them.</li> </ul>
Marketing Cookies	Marketing Cookies are used to deliver relevant advertising material and to track the effectiveness of ad campaigns on third party platforms. Marketing cookies may be placed on our	<ul style="list-style-type: none"> <li>We use Facebook Pixel for marketing and advertising purposes by tracking conversions from Facebook ads. This cookie records information about your browser session, which it sends to Facebook, along with an anonymised version of your Facebook ID and the URL viewed. This allows</li> </ul>

	<p>platforms using software operated by third party service providers.</p> <p>This information will be used by us and third parties to make our site and the advertising displayed on it more relevant to an individual's interests.</p>	<p>us to target our Facebook ads to people who have visited our Platform. To find out more about this cookie, please <a href="#">click here</a>. To read about how you can adjust how adds are targeted to you based on your activity on or off of Facebook, <a href="#">click here</a>.</p> <ul style="list-style-type: none"> <li>• We use sharing buttons on our platforms to enable users of social networks to share or like our content for example on Facebook, Twitter, Google etc. These social plug-in tracking cookies are set by third party social media platforms and can be used to track both members and non-members of social networks for additional purposes such as behavioral advertising, analytics and market research.</li> </ul>
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#### **4 Managing cookies**

- 4.1. If you are concerned about the use of cookies and other similar technologies, you can disable or block them from your web browser. Should you disable or block the use of the cookies mentioned above, you may be restricted from accessing, using or experiencing certain functionality on our platforms.

#### **5 Third party cookies**

- 5.1. Your interaction with third party social media widgets and tools, and any single sign-on services used on our platforms are governed by the privacy policies of the relevant social media operators and single sign-on service providers. We recommend that you consider the privacy policies of any such third parties to understand how they collect, use and disclose personal information.

#### **6 Our contact details**

- 6.1. If you wish to contact us regarding this Cookie Policy, please contact us at the following address:

**Privacy Representative and Data Protection Officer**

security@readytech.com.au  
Level 1, 35 Saunders Street,  
Pyrmont NSW 2001