

EduCo Accelerate Cookies Policy

This Cookies Policy (**Policy**) applies to EduCo Accelerate Pty Ltd (ACN 645 537 328) (**'Accelerate'**), "**we**", "**our**" or "**us**"), and describes how EduCo uses cookies, and your choices in relation to their usage.

We use cookies, web beacons and similar technologies (collectively, "**cookies**") to improve your experience with us. We use cookies on our websites and mobile applications to automatically collect information from you.

Please also refer to our Privacy Policy www.educoaccelerate.com for information about how we handle your personal information.

What are cookies?

Cookies are small text files consisting of letters and numbers. These are sent from EduCo's or our partners' web servers and stored on your device as described below. We use several types of cookies:

- (a) session cookies are temporary cookie files that expire when you close your web browser or Accelerate;
- (b) persistent cookies are cookie files that remain until you erase them or they expire;
- (c) first-party cookies are cookies that are used by EduCo; and
- (d) third-party cookies are cookies set by a third-party site.

Web beacons are small transparent graphic images that may be in emails we send to you.

Other similar technologies that we use are technologies that store information in your browser or on your device in a manner similar to cookies and web beacons.

Cookies enable our website and services to remember your actions and preferences (such as login, language and other preferences) over a period of time, so you don't have to keep re-entering them whenever you come back or browse from one page to another.

What types of cookies do we use?

The cookies we use typically enhance our services to you. Some of our services actually need cookies to work, others simply make our services easier for you. In general, we use the following types of cookies:

essential cookies, which are essential to provide you with services you have requested. For example, these include the cookies that make it possible for you to save preferences. If you set your browser to block these cookies, these functions and services will not work for you;

- (e) **performance cookies**, which measure how often you visit our sites and how you use them. We use this information to get a better sense of how our users engage with our website and Accelerate, and to improve our website and Accelerate, so that users have a better experience. For example, we collect information about which of our pages are most frequently visited, and by which types of users. We also use third-party cookies to help with performance, such as the Google Analytics cookie we use, which gives us information such as your journey between pages and whether you have downloaded anything.
- (f) **preference cookies**, which are used to recognise you and remember your preferences or settings when you return to our site, so that we can provide you with a more personalised experience. For example we may use cookies to remember search preferences. A mix of first-party and third-party functionality cookies are used;
- (g) **security related cookies**, which keep our services and your data safe and secure, such as by helping us detect fraud and guarding your data, which is an essential aspect of our services; and
- (h) **marketing cookies**, which are used to collect information about your visit to our website and Accelerate, the content you have viewed, the links you have followed and information about your web browser, device and IP address. We have set out more details on these types of cookies below.

Marketing cookies

EduCo uses marketing cookies to personalise and improve your experience on our website, in marketing emails, and in third-party advertising. These cookies allow us to display more relevant advertising to people who visit our website by showing you advertisements that are based on your browsing patterns and the way you have interacted with our website and Accelerate.

The advertising techniques we use do not collect information such as your name, postal address or phone number. We sometimes use information such as your IP address and browser type and also sometimes share some limited aspects of this with third parties for advertising purposes.

We may also share online data collected through cookies and similar technology with our advertising partners. This means that when you are on another website or app, you may be shown advertising based on your browsing patterns on our website or Accelerate. We may also show you advertising on our website based on your browsing patterns on other websites or apps that we have obtained from our advertising partners.

How can you control EduCo's use of cookies?

Your browser or device will typically offer settings regarding the use and scope of cookies, as well as cookies currently stored. Please see your browser's or device's reference information to learn how to adjust your settings. For example, you may be able to block all cookies, accept only first-party cookies, or delete all cookies upon exiting your browser.

Please be aware that some services we offer will not work if you block or delete cookies.

Contact us

If you would like more information about cookies and how we use them, please contact our Privacy Officer at support@educoaccelerate.com

Last updated: November 2020