

# Cookies Policy

**Freedom Foods Group Limited**  
**ACN 002 814 235**

<b>Version</b>	<b>Document #</b>	<b>Document Owner</b>	<b>Approved By</b>	<b>Date Approved</b>	<b>Revision Date</b>	<b>Distribution</b>
2.0	POL_LG_015	Justin Coss	Michael Perich	14/10/2021	14/10/2022	External

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## **Cookies Policy**

### **1. Adoption**

This Cookies Policy was adopted by the Board on 12 February 2020.

### **2. Cookies**

We use cookies, and similar technology, on our websites. This notice provides you with information about how we use cookies and how you can control them.

By using our website, you accept the use of cookies (and similar technology) in accordance with this Cookies Policy. In particular, you accept the use of analytics, advertising and functionality cookies for the purposes described below.

If you do not accept the use of these cookies, please see the section below entitled 'Managing and Deleting Cookies' for further instructions.

For information on how we handle your Personal Information, including any Personal Information processed via cookies on our websites, please see our Privacy Policy and Privacy Collection Statement.

### **3. What is a cookie?**

Cookies are small files of letters and numbers that are downloaded to your computer or mobile device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognises that cookie.

Cookies are useful because they allow a website to recognise a user's device. Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improving the user experience. They can also help to ensure that the adverts you see online are more relevant to you and your interests. We use two broad categories of cookies:

- a. First party cookies: served directly by us to your computer; and
- b. Third party cookies: served by a third party on our behalf. We use third party cookies to help us analyse our websites and their use, and to enable tailored advertising (as described below).

### **4. How we use cookies?**

We and third parties use cookies on our websites, including to:

- a. understand the total number of visitors to our sites on an ongoing basis and the types of internet browsers and operating systems used by our visitors;
- b. monitor our websites' performance, including how visitors navigate our websites, and to improve our websites;
- c. customise and enhance your online experience; and
- d. enable tailored advertising both on and off our websites.

### **5. What types of cookies do we use?**

The types of cookies used on our websites can be classified into one of four categories, namely

‘essential website cookies’, ‘functionality cookies’, ‘analytics cookies’ and ‘advertising cookies’. The following table gives you further information about each category, and the purposes of the cookies we set:

Type	Purpose
<b>Essential website cookies</b> (from us)	These cookies are essential to enable you to move around our websites and use their features. These cookies don't gather information about you that could be used for marketing or remembering where you have been on the internet. These cookies are often session-specific, expiring after your visit to the website (session) has ended.
<b>Functionality Cookies</b> (including from us and YouTube):	These cookies allow our websites to remember choices you make (such as your username, language or region you are in) and provide enhanced, more personal features.
<b>Analytics cookies</b> (including from Omniture, Google Analytics, Fabric)	These cookies are used to collect information about how visitors use our sites, including the number of visitors, the websites that referred them to our websites and the pages that they visited on our websites, and certain websites that they visited after leaving our websites. We use this information to compile reports and help us improve our websites, for example, by letting us know if users find any errors and by ensuring that users find what they are looking for easily.
<b>Advertising cookies</b> (including from Facebook, Twitter, Yahoo, Fabric)	These cookies are used to collect data about the websites and individual pages that users visit both on and off our websites (which might indicate, for example, your interests and other attributes). They are typically used to deliver advertisements and other marketing communications more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as to help measure the effectiveness of the advertising campaign. This information is shared with other organisations such as advertisers and our partners, who might use it with information about how you use other websites, including to identify shared interests and behaviours across groups of users who visit our (and other) websites.

## 6. Managing and deleting cookies

We understand that you may want to control which cookies are set as part of your visit to our sites. You can manage the use of cookies on your devices by using functions available on most internet browsers, and cookies can also be deleted by your device's storage medium at any time.

If you choose to delete or refuse cookies, please bear in mind that you may not be able to use the full functionality of our websites and any communications you receive from us may be less relevant to you than they might otherwise have been.

## 7. Policy review

This Cookies Policy will be reviewed by the Board least once every two years from the date it was adopted.