

COOKIE POLICY

SenSen Networks Limited (SenSen)

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Privacy Policy

SenSen Networks Ltd (SenSen, we, us, our) is committed to protecting your privacy and ensuring you have a positive experience when you deal with us, both in person and on our website.

If you give us personal information, we will treat it according to this Privacy Policy. SenSen is bound by the Australian Privacy Principles (“APP” or “Principles”) as set out in the Privacy Act 1988 (Commonwealth).

Whenever you use our SenSen websites, information may be collected through the use of cookies and similar technologies.

By using our Services, you agree to our use of cookies and other similar technologies as described in this Cookie Policy.

What are 'cookies'?

Cookies are small text files which are downloaded to your computer or mobile device when you visit a website or application. Your web browser (such as Internet Explorer, Mozilla Firefox or Google Chrome) then sends these cookies back to the website or application on each subsequent visit so that they can recognise you and remember things like personalised details or user preferences.

Cookies are very useful and do lots of different jobs which help to make your experience on websites as smooth as possible. For example, they let you move between web pages efficiently, remembering your preferences, and generally improving your experience (see below for more examples). They can also help to ensure that adverts you see online are more relevant to you and your interests.

Where we refer to “cookies” in this policy, we mean cookies or similar technologies.

Which cookies does SenSen use, and why?

The following categories of cookies may be set:

‘Strictly necessary’ cookies

These cookies are essential in helping you to move around our website. These cookies do not gather information about you that could be used for marketing or remembering where you've been on the internet.

Analytics cookies

In order to keep our Services relevant, easy to use and up-to-date, we use web analytics services to help us understand how people use them.

Although Google Analytics adds a permanent cookie on your web browser to identify you as a unique user the next time you visit this site, the cookie cannot be used by anyone but Google. Google’s ability to use and share information collected by Google Analytics about your visits to this site is restricted by the Google Analytics Terms of Use and the Google You

can prevent Google Analytics from recognising you on return visits to this site by disabling cookies on your browser.

Google Analytics is a tool to measure website traffic and usage. You can opt out of the collection of this information using a tool like the [Google Analytics Opt-out Browser Add-on](#).

Targeting and advertising cookies

These cookies track browsing habits and are used to deliver targeted (interest-based) advertising. They are also used to limit the number of times you see an advertisement and to measure the effectiveness of advertising campaigns. They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website and this information is shared with other organizations, such as advertisers.

Targeted Advertising Technology

We use third-party persistent cookies to serve our online advertisements to you on other websites and/or mobile applications you visit after you've visited the Website. Unless you opt-out of receiving the online targeted advertisements, these online advertisements may be served to you when you use these third-party websites or mobile applications. We also receive reports from these third parties that include Automatically Collected Information regarding your use of the Website.

A full list of cookies that appear on our site are provided below.

Third Party Cookies and Website Analytics

We use third party services including Google analytics to analyse Website activity. When you visit the Website, Google Analytics automatically collects information from you using Google's analytics IDs, and Google provides some of this information to us. An analytics ID is a specific string of numbers and letters (often called a "character string") that is assigned to your computer or device but does not name you. The analytics ID allows Google to track usage data of the Website, such as date and time of visit, duration of visit, Website traffic patterns, "clickstreams," other similar information about your use of the Website, the type of web browser used, the operating system/platform you are using, your IP address, the websites that referred or linked you to our Website, and your CPU speed. Google Analytics does not share the analytics ID assigned to your computer or device that you use to access and use the Website. Google Analytics provides information about the use of our Website to us in aggregate form (*i.e.*, data about many Website users combined and not just about you). Some of this data might include the regional location of Website users, but again, this data will be in aggregate (and not individual) form. We rely on this aggregate data to inform us how users are using the Website and to help us improve the Website.

We do not attempt to specifically identify and track individuals using cookies.

Managing cookies in your browser

Most modern browsers will allow you to:

- See what cookies you've got and delete them on an individual basis.

- Block third party cookies.
- Block all cookies from being set.
- Delete all cookies when you close your browser.

If you block cookies completely, many websites will not work properly and some functionality on these websites will not work at all.

The links below take you to the 'Help' sections for each of the major browsers so that you can find out more about how to manage your cookies.

Google

Chrome:<http://support.google.com/chrome/bin/answer.py?hl=en&answer=95647>(opens in a new window)

Firefox:<http://support.mozilla.org/en-US/kb/Cookies>(opens in a new window)

Safari:<https://support.apple.com/en-gb/guide/safari/manage-cookies-and-website-data-sfri11471/mac>

Safari iOS:<https://support.apple.com/en-us/HT201265>(opens in a new window)

Android:<http://support.google.com/chrome/answer/2392971?hl=en-GB>(opens in a new window)

Internet Explorer:<https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookie>

We have set out links below to some of our specific functional cookies with information about what they can do and how you can opt out of them being set:

Managing analytics cookies

It is possible to opt out of having your browsing activity recorded by analytics cookies. SenSen uses the following analytics providers and you can opt out of their cookies by clicking on the following links. Please note that this will take you to the relevant third party's website and generate a 'no thanks' cookie, which will stop any further cookies being set by those third parties.

Google Analytics:<http://tools.google.com/dlpage/gaoptout>(opens in a new window)

Cookies

Category: Necessary

Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

| NAME | PROVIDER | TYPE | EXPIRY |
|--|--|------|--------|
| CookieConsent | sensennetworks.com | HTTP | 1 year |
| First found URL: https://www.sensennetworks.com/ | | | |
| Cookie purpose description: Stores the user's cookie consent state for the current domain | | | |
| Initiator: Script tag, page source line number 33 | | | |
| Source: https://consent.cookiebot.com/uc.js | | | |

Category: Preferences

Preference cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region that you are in.

| Name | Provider | Purpose | Expiry | Type |
|-----------|--------------------------|---|---------|------|
| lang [x2] | LinkedIn | Remembers the user's selected language version of a website | Session | HTTP |

Category: Statistics

Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.

| Name | Provider | Purpose | Expiry | Type |
|------|------------------------|--|---------|------|
| _ga | Google | Registers a unique ID that is used to generate statistical data on how the visitor uses the website. | 2 years | HTTP |
| _gat | Google | Used by Google Analytics to throttle request rate | 1 day | HTTP |
| _gid | Google | Registers a unique ID that is used to generate statistical data on how the visitor uses the website. | 1 day | HTTP |

Category: Marketing

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers.

| Name | Provider | Purpose | Expiry | Type |
|------------------|--------------------------|---|----------|-------|
| IDE | Google | Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user. | 1 year | HTTP |
| test_cookie | Google | Used to check if the user's browser supports cookies. | 1 day | HTTP |
| fr | Facebook | Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers. | 3 months | HTTP |
| tr | Facebook | Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers. | Session | Pixel |
| ads/ga-audiences | Google | Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites. | Session | Pixel |
| bcookie | LinkedIn | Used by the social networking service, LinkedIn, for tracking the use of embedded services. | 2 years | HTTP |

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|-----------------------------|--------------------------|---|------------|------|
| bscookie | LinkedIn | Used by the social networking service, LinkedIn, for tracking the use of embedded services. | 2 years | HTTP |
| lidc | LinkedIn | Used by the social networking service, LinkedIn, for tracking the use of embedded services. | 1 day | HTTP |
| UserMatchHistory | LinkedIn | Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences. | 29 days | HTTP |
| _fbp | connect.facebook.net | Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers. | 3 months | HTTP |
| GPS | YouTube | Registers a unique ID on mobile devices to enable tracking based on geographical GPS location. | 1 day | HTTP |
| VISITOR_INFO1_LIVE | YouTube | Tries to estimate the users' bandwidth on pages with integrated YouTube videos. | 179 days | HTTP |
| YSC | YouTube | Registers a unique ID to keep statistics of what videos from YouTube the user has seen. | Session | HTTP |
| yt-remote-cast-installed | YouTube | Stores the user's video player preferences using embedded YouTube video | Session | HTML |
| yt-remote-connected-devices | YouTube | Stores the user's video player preferences using embedded YouTube video | Persistent | HTML |
| yt-remote-device-id | YouTube | Stores the user's video player preferences using embedded YouTube video | Persistent | HTML |
| yt-remote-fast-check-period | YouTube | Stores the user's video player preferences using embedded YouTube video | Session | HTML |
| yt-remote-session-app | YouTube | Stores the user's video player preferences using embedded YouTube video | Session | HTML |
| yt-remote-session-name | YouTube | Stores the user's video player preferences using embedded YouTube video | Session | HTML |

Category: Unclassified

Unclassified cookies are cookies that we are in the process of classifying, together with the providers of individual cookies.

| Name | Provider | Purpose | Expiry | Type |
|-------|--------------------------|---------|--------|------|
| lissc | LinkedIn | Pending | 1 year | HTTP |

How to contact us

For further information, or to contact us on any matter described in this Privacy Policy, please email us at privacy@sensennetworks.com. You should hear from us within five business days. If you are not satisfied with our response, you may also contact the relevant regulator such as the Australian Information Commissioner.

Or write to us at:

Chief Financial Officer
SenSen Networks Ltd
Unit 2, 570 City Road, South Melbourne
VIC 3205 Australia

Changes to this cookie policy

We encourage you to review and check our website for any updates to this Cookie Policy. Any updates to this Policy will be published on this website.