



COOKIES POLICY

Cookies

Aside from the personal information that you disclose to us for a specific purpose, AU-IBAR also collects anonymous information about your browsing behaviour when you visit our web applications through the use of cookies.

What are cookies?

A cookie is a small text file that a website stores on your computer or mobile device when you visit the site or web application.

First party cookies are cookies set by the website you're visiting. Only that website can read them. In addition, a website might potentially use external services, which also set their own cookies, known as third-party cookies. AU-IBAR web applications mostly use "first-party cookies". However, to view some of our pages, you will have to accept cookies from external organisations. Persistent cookies are saved on your device and are not deleted automatically when you quit your browser, unlike a session cookie, which is deleted when you quit your browser.

Every time you visit AU-IBAR's web applications, you will be prompted to accept or refuse cookies. The purpose is to enable the site to remember your preferences (such as user name, language, etc.) for a certain period of time. That way, you don't have to re-enter them when browsing around the site during the same visit or later. Accepting the cookies does not give us access to your personally identifiable information, but we can use the cookies to identify your computer.

Disabling cookies

If you do not wish to have cookies installed on your computer or mobile device, you can set your browser to notify you before you receive a cookie, giving you the chance to decide whether to accept it. You can also set your browser to turn off cookies. If you do so, however, some areas of AU-IBAR web applications may not function properly.

How cookies are used on AU-IBAR web applications

AU-IBAR wishes to be transparent with users about how cookies are used, so that you are clear on how your privacy is protected. AU-IBAR uses cookies to ensure proper functionality of its web applications, provide information for analytics and to improve your experience while using our web applications. This information is anonymous and based on behaviour rather than on personally distinguishable features.

Further details of the use of cookies is provided below.

- 1. To improve your experience on our web applications** – Cookies enable us to ensure that we are providing you content that is relevant to your interests while deprioritising content that is not relevant to you. For example, cookies can tell us if you have shown interest in learning about a specific emergency or campaign, so we could ensure that the next time you visit AU-IBAR web applications, information about this emergency or campaign is prioritised over other content. In the same way, cookies can tell us if, for instance, you have filled in an AU-IBAR form or signed a petition, so that we don't present this to you the next time you visit our web applications.

Cookies can also provide us with an understanding about other factors relating to your visit that can help us to enhance your website experience, such as: which part of the world you are visiting from, if you came to the site because of an email or social media post we sent you, or whether your website browser supports the different technologies used on AU-IBAR web applications.

- 2. Analytics** – Cookies provide us with anonymous statistics that tell us about how many users visit our web applications, where they came from and how they interact with it. This information helps us analyse which pages and content is most popular so that we can modify it accordingly. Data gathered through cookies can also help us understand how our other activities, such as social media content and emails affect the use of AU-IBAR web applications. The cookies simply assess how you interact with our website – as an anonymous user (the data gathered does not identify you personally). This data is not shared with any third parties or used for any other

purpose. The anonymised statistics could be shared with contractors working on communication projects under contractual agreement with AU-IBAR. You are free to refuse these types of cookies via the cookie banner you'll see on the first page you visit.

- 3. To improve the relevance of AU-IBAR campaign and publicity messages displayed to you after you leave our website** – Cookies can help us to ensure that you receive personalised advertising banners from advertising services when you browse other websites, based on the content you interacted with on AU-IBAR web applications. For example, cookies can tell us if you visit a web page about a particular animal emergency, so that campaign messages about this particular emergency can be displayed to you when you visit another website. None of AU-IBAR commercial partners providing such services collect or use any personally identifiable information.
- 4. Advertising performance** – AU-IBAR uses cookies provided by online measurement platforms such as Google Analytics in order to identify how many people come to our website from different websites that host our media campaigns, which campaign messages have been most effective at driving people to AU-IBAR web applications and what actions people undertake after clicking on one of our ads. This information enables us to cost-effectively plan future campaigns.
- 5. Reach you on social channels** – Through cookies, we can target messages for you on our social media platforms.

Third party cookies

Some of our pages display content from external providers, e.g. YouTube, Facebook and Twitter. To view this third-party content, you first have to accept their specific terms and conditions. This includes their cookie policies, which we have no control over. If you do not view this content, no third-party cookies are installed on your device.

AU-IBAR cannot be held responsible for the privacy of data collected by websites that it does not own or manage, even if these websites link to an AU-IBAR web application. Note that some web browsers provide the ability to disable all cookies or only third-party cookies.

How can you manage cookies?

You can manage/delete cookies as you wish - for details, see aboutcookies.org.

Removing cookies from your device

You can delete all cookies that are already on your device by clearing the browsing history of your browser. This will remove all cookies from all websites you have visited. Be aware though that you may also lose some saved information (e.g. saved login details, site preferences).

Managing site-specific cookies

For more detailed control over site-specific cookies, check the privacy and cookie settings in your preferred browser

Blocking cookies

You can set most modern browsers to prevent any cookies being placed on your device, but you may then have to manually adjust some preferences every time you visit a site/page. And some services and functionalities may not work properly at all (e.g. profile logging-in).