

# Toll Group Cookie Standard



We want to ensure that you enjoy browsing our website. In order to enhance your experience and collect information about your use of our site, we place "cookies" onto your computer.

Cookies are text files containing small amounts of information which are downloaded to your 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 allow our systems to recognise the user's device and make any pre-settings immediately available
- As soon as a user accesses the platform, a cookie is sent to the hard disk of the respective user's computer

Cookies are useful because they:

- allow a website to recognise a user's device and to target the content displayed to the user's interests
- help us to improve our website
- offer you a better service more tailored to your requirements
- enable us to recognise your device when you return to our website
- store information about your favourite activities on the website, thereby allowing us to tailor our website to your individual interests. This may, for example, include advertising according to your personal interests and accelerate the rate at which we can deal with your queries

By using our website you agree that, unless you have set your computer's browser to reject them, we can place the types of cookies set out below on your device and use that data in accordance with this standard.

You can find more information about cookies at: [www.allaboutcookies.org](http://www.allaboutcookies.org) and [www.youronlinechoices.eu](http://www.youronlinechoices.eu) for a video about cookies visit <https://www.google.com/policies/technologies/cookies/>.

## **Types of cookies**

There are two broad types of cookies - 'first party cookies' and 'third party cookies':

- **First party cookies** are cookies that are served directly by the website operator to your computer, and are often used to recognise your computer when it revisits that site and to remember your preferences as you browse the site. Basically, these are our cookies.
- **Third party cookies** are served by a service provider on behalf of the website operator, and can be used by the service provider to recognise your computer when you visit *other* websites. Third party cookies are most commonly used for website analytics or advertising purposes.

## **Use of cookies**

This table explains the cookies we use and why.

Name	Purpose
<b>Google – incl. :</b> <ul style="list-style-type: none"> <li>• Google Analytics</li> <li>• Google Tag Manager</li> <li>• Google Tag Assistant</li> <li>• Google AdWords</li> <li>• Google Places (My Business)</li> <li>• Google Search Console</li> <li>• Google tracking cookies</li> </ul>	<p>Toll uses Google products and tools (and its affiliates like DoubleClick) to understand the content with which you have engaged on our website and if you have completed certain actions on our website which may assist us to subsequently deliver some targeted advertisements to you -- including conversion tracking, site analytics and remarketing.</p> <p>We also use cookies to understand how our media campaigns work and how you interact with our website in order to improve the user experience.</p> <p>Google tracking cookies enable us to understand if you complete certain actions on our website after you have seen or clicked through one of our adverts served via Google. Based on the content you have engaged with on our websites Google are able to deliver some targeted adverts across other Google partner websites.</p>
<b>Social Media / sharing incl.:</b> <ul style="list-style-type: none"> <li>• Facebook</li> <li>• Twitter</li> <li>• LinkedIn</li> <li>• Vimeo</li> <li>• Sprout</li> <li>• Bitly</li> </ul>	<p>Social Media sharing functionality on this website helps us provide access to social networks and social online tools more easily - allowing you to share content on your social media network.</p> <p>Certain third parties may collect information when you share a link and information on this website and/or via social media when a page is shared (including through which a Bitly Link was shared.)</p> <p>Sometimes, social media channels may present you with some targeted adverts on your social media feed based on your engagement with our website.</p> <p>Insight tags/cookies allows us to perform campaign reporting and unlock valuable insights about website visitors that may come via the campaigns we run on social media channels.</p>

Toll does not govern the publication of third-party cookies. Please visit the relevant third parties' website if you want to understand more about these cookies.

If you do not want to use cookies, you can set your browser so that the storage of cookies is not accepted.

If you only want to accept our own cookies but not the cookies of our service providers and partners, select the "block third-party cookies" (or similar setting in your browser).

#### ***Changing your cookie preferences***

Most web browsers allow some control over cookies through browser settings (e.g. notifications of new cookies, disabling cookies and deleting cookies). Find out more at [www.allaboutcookies.org](http://www.allaboutcookies.org).

#### **Document Control**

Effective Date: 25 May 2018

Last Updated: 25 May 2018

Review Date: 31 March 2020

Owner: Chief Legal Officer

Author: Senior Legal Counsel, Corporate