



Website and App Policy

The policy applies to Southern Cross Austereo Pty Ltd and its related companies (together “SCA”). When you use our websites or mobile apps (our “Platforms”), we may collect, use, disclose and otherwise handle data about your use of those services but which does not identify you.

For information about how we handle the personal information we collect, please see our Privacy Policy.

Cookies and web beacons

We use cookies and web beacons to understand how users interact with our Platforms and improve their experience by making that interaction faster and more personal. Cookies are pieces of information that are stored on your computer's hard disk. Web beacons are tiny graphics that sit on the Platform.

Cookies and web beacons **do not** identify users personally, but they do allow us to collect certain information including users' IP addresses or other unique identifiers for the devices used to access our Platforms (such as mobile phones, tablets, etc) and to track how users interact with the pages and content on our Platforms.

Most web-browsers are set to accept cookies but you can set your web-browser to refuse cookies. If you reject cookies you will not be able to use all of the functionality on Platforms.

Analytics

Websites

We have implemented Google Analytics' Demographics and Interest Reporting and Krux DMP on our websites to collect data related to the demographics and interests of visitors to our websites. We are not able to identify individuals from the data we collect via this tool, nor do we attempt to do so.

By collecting this data we can analyse how visitors engage with our websites, so that we can improve our online offerings for our audiences.

You can opt out of the Google Analytics' Demographics and Interest Reporting tool by clicking [here](#).

Apps

We also use Nielsen SDK on some of our mobile apps. This feature uses Nielsen's proprietary measurement software to allow you to contribute to market research and audience ratings services, although we cannot identify you from this information. Please click [here](#) for more information.

Advertising

We also use third party applications to assist in providing you with targeted advertising based on your online activities. Again, we cannot identify you from the data that we collect from these third parties.

You have the ability to opt out of these third party applications by clicking [here](#). This does not mean that you will no longer receive advertising, just that the ads you see will no longer be based on your online activities.

Changes to the Website and App Policy

SCA will review this Website and App Policy from time to time to ensure that it accurately reflects our practices and procedures as well as any changes in the law. We will notify you of any changes to this Policy by posting an amended version on our Platforms, and changes will take effect from the date of posting.

Last updated: May 2017