

## Cookie Policy

We may use cookies on our website (**Services**) from time to time. In this Cookie Policy **we, us or our** means DDLoop Pty Ltd (ACN 658 895 624) and DDLoop UK Ltd (Company Number 14949763).

Cookies are text files placed in your computer's browser to store your preferences, provide a better user experience, and track patterns with regards to how users use our online Services. Cookies, by themselves, do not tell us your email address or other personally identifiable information. However, they do recognise you when you return to our online Services and allow third parties, such as Google, to cause our advertisements to appear on your social media and online media feeds as part of our retargeting campaigns. If and when you choose to provide our online Services with personal information, this information may be linked to the data stored in the cookie.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our online Services. They include, for example, cookies that enable you to log into secure areas of our online Services, use a shopping cart or make use of online payment services.
- **Analytical/performance cookies.** These are cookies that allow us to recognise and count the number of visitors to our online Services and to see how visitors move around our online Services when they are using them. This helps us to improve the way our online Services work, for example, by ensuring that users find what they are looking for easily.
- **Functionality cookies.** These are used to recognise you when you return to our online Services. These cookies enable us to personalise our content for you and remember your preferences (for example, your choice of language or region).
- **Targeting and advertising cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website more relevant to your interests. [We may also share this information with third parties for this purpose.
- You can find more information about the individual cookies we use, their category, and the purposes for which we use them in the table below:

Cookie	Category	Purpose
_ga / _gid / _gat	Analytical/ performance	These cookies are used by our Google Analytics account to track customer traffic through the website to help us understand how our website is being used by our users
ph_	Product Analytics and Monitoring	These cookies are used by our PostHog account to track customer behaviour on our website and application to help us better understand how our website is being used by our users.

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including strictly necessary cookies) you may not be able to access all or parts of our online Services.

We may, at any time and at our discretion, vary this Cookie Policy by publishing the amended Cookie Policy on our website. We recommend you check our website regularly to ensure you are aware of our current Cookie Policy.

**For any questions or notices, please contact us at:**

Email: [support@ddloop.app](mailto:support@ddloop.app)

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