SOUTHERN CROSS AUSTEREO – 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, 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
We use cookies on our websites and apps. Cookies are pieces of information that are stored on your computer's hard disk. Cookies themselves do not identify users personally but they do allow the tracking of an individual's use of a website.

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 our websites.

Analytics
Websites
We have implemented Google Analytics' Demographics and Interest Reporting 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 this tool by clicking here.

Apps
We also use Nielsen SDK on our mobile apps. This feature uses Neilsen'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 website, and changes will take effect from the date of posting.

Last updated: June 2016