



Cookie Policy

Effective from 10 November 2017

This Cookie Policy provides information on the cookies and similar technologies used on Powershop's websites, and should be read in conjunction with our [Privacy Policy](#). By using any Powershop website or mobile application, (our *websites*), you confirm that you agree to the use of cookies and other similar tracking technologies in accordance with this Cookie Policy.

What is a Cookie?

A cookie is a small text file sent to the browser of your computer, mobile or portable device by a website you visit. They cannot damage files, nor can they read information from the hard drive of a computer.

"First party cookies" are cookies that are associated with the domain of the site a user visits (e.g. cookies set by Powershop when you visit www.powershop.co.nz are first party cookies). "Third party cookies" are cookies that are associated with a different domain to the site a user visits. For instance, we may permit third party services, such as Google, to set a cookie on your browser when you visit Powershop's websites for reasons set out in the sections below.

Different types of cookies will remain active for varying periods:

- **Session Cookies** are temporary cookie files we set to recognise a user throughout a visit to our websites. This enables us to remember information that you have entered, for example, the product you have selected during a purchase, which can then be used at each stage of processing your purchase. Session cookies are automatically deleted when you close your browser.
- **Persistent Cookies** allow us to retain information and settings about a user for more than one session. Persistent cookies are stored on the user's computer or device and will remain - even if the browser is closed - until they expire or a user removes them.

You can learn more about cookies by visiting www.allaboutcookies.org.

How does Powershop use Cookies?

Like most websites, Powershop will place a number of cookies in your web browser for various purposes. Some cookies are essential to certain functions of our websites, facilitating their efficient operation so that users can navigate with ease, and enabling features such as the ability to log in to the secure site, or purchase Powerpacks. They allow the websites to remember choices made by you, including your username and region you are in. They can also be used to remember changes you have made to parts of the web pages that you can customise (for instance, the notification settings that you can alter via your online account). Cookies that we use are anonymous and don't store personal information of any kind.

Website Analytics

Cookies may also be set to recognise your device as you navigate around our site to collect information about how our websites are used, and to gain insights about how we can improve the functionality and user experience of our websites and online services.

To collect website usage information, we use services such as Google Analytics and Optimizely. These services collect a range of anonymised information, such as the number of visitors to our sites per day, which pages they visit, some content they enter, see and interact with when they visit and use our sites, their computer's internet protocol address and operating system, the date and time of their visit, location, browser type and language, referring website addresses, and the types of devices using our websites and mobile applications. They also infer or collect demographic profiles about our website users (e.g. age and gender) through a range of techniques including cookies from other websites you visit and, in the case of Google Analytics, from other Google services. The information we collect from these services is aggregated and anonymous - we do not identify visitors from information collected. You can find out more about how Google Analytics collects and processes data by visiting this site: "[How Google uses data when you use our partners' sites or apps](#)".

Marketing/Advertising

Some cookies are used to gather information about your online activity and web browsing behaviour in order to deliver advertisements that are more relevant to you and your interests. They are also used to restrict the number of times an advertisement is delivered to you, and to assist in measuring the effectiveness of advertising campaigns, and track the performance of referring websites. Cookies enable us to identify which type of advertising results in sales. This means we're able to tailor our marketing or advertising campaigns more effectively.

We may use remarketing services such as Bing Ads, Facebook Adverts, and [Google AdWords](#), to advertise on third party websites (including Google, Bing and Facebook) to previous visitors to our site. Third party vendors, including Bing, Google and Facebook, use cookies to serve ads based on someone's past visits to our websites. For instance, if you've visited our website in the past, you may see a Powershop advertisement on a Bing or Google search results page, or on Facebook.

These services may include Google's 'Customer Match' and Facebook's 'Custom Audience' to display ads. This means that if you have provided us with your email address, we may upload it to Google AdWords and Facebook Adverts for them to perform remarketing services on our behalf, to ensure that the ads delivered to you are more relevant to you. (E.g. we don't want to show you advertisements inviting you to sign up with Powershop if you're already a Powershop customer, but we may wish to alert you to products or services that we think might be useful to you). You can find out more about Google's Customer Match and how they use data received [here](#) and Facebook's Custom Audience [here](#).

The features provided by Google Analytics Advertising Features that Powershop may use include:

- **Remarketing:**
This feature enables Powershop and other third parties to show, or not show, Powershop's advertisements to you while you browse the web, based on your previous visits to Powershop's websites and your interests.
- **Google Display Network Impression Reporting:**
This feature reports on the interaction between your receipt of Powershop advertisements on the web and your visits to our websites to enable us to assess the efficacy of our advertisements.
- **Demographics and Interest Reporting:**
This feature collects anonymised demographic information about you (age, gender and interests) to enable us to analyse behaviour by attribute and enable targeted interest-based website advertising to you via the Remarketing feature.
- **Segments**
This feature permits us to isolate and analyse subsets of sessions and users.

Any information collected will be treated in accordance with Powershop's [Privacy Policy](#) and the privacy policies of other relevant third party vendors. You can visit Google's privacy policy [here](#), Optimizely's [here](#), Facebook's [here](#), and Bing's [here](#).

How to Set Preferences or Disable Cookies

Websites wishing to send you cookies can only do so if your browser settings, which are adjustable by you, permit them to do so. In some cases, you're able to disable the cookies on your device to limit the amount of information we're able to collect about your use of our websites or applications. However, this may reduce the functionality of our websites, and prevent you from being able to use the full range of services available.

Browsers are typically set to accept cookies by default. If you decide that you want to block some or all of the cookies from being downloaded to your device, you can do so by adjusting the cookie settings on your browser. Each browser is different, so we recommend that you read your browser's Help section for information on how to prevent your browser from accepting new cookies, to notify you when you receive a new cookie, or how to disable cookies altogether. However, if you limit or disable cookies, your access to, or use of, our websites may be restricted.

You also can set preferences for how third party vendors advertise to you by clicking on the following links:

- [Google's Advertising Opt-out page](#)
- [Facebook's Ad Preferences page](#)
- You can opt out of a third party vendor's use of cookies by visiting the [Network Advertising Initiative Opt-out page](#).

If you don't want cookies placed for the purposes of Google Analytics, you can install the Google Analytics opt-out browser add-on [here](#), which will prevent your data from being used by Google Analytics.

Changing this Cookie Policy

We may update this Cookie Policy from time to time. We will tell you about any changes by posting an updated policy on our website, with changes applying immediately from the date of publication which will be noted on the Policy, unless otherwise advised.