

Moose Toys Cookie Policy

Last updated: 22 June 2020

Effective Date: 22 June 2020

At Moose, we believe in being clear and open about how we collect and use data related to you. This Cookie Policy ("Cookie Policy") applies to information we may collect when you use www.moosetoys.com and other websites, online products and services which contain this Cookie Policy, however accessed and/or used, whether via personal computers, mobile devices or other technology ("Device") (collectively, the "Website"). Moose includes Moose Enterprise Pty Ltd, Moose Enterprise (INT) Pty Ltd, Moose Toys LLC, Moose Toys Limited and all of their affiliated companies, and are referred to in this policy as "Moose", "we", "our" or "us".

By using the Services, you acknowledge that you have read and understood this Cookie Policy and are agreeing to the use of cookies and similar technologies for the purposes described in this Policy. If you do not agree to this Cookie Policy, you should not use the Services.

WHAT ARE COOKIES?

When you interact with us on the internet, our system automatically sends you a 'cookie'. A cookie is a small amount of information sent from a web server to your computer, electronic tablet or smart phone that enables your device to be recognised. It is used to handle your internet sessions on that device and contains a unique identifier. Cookies help us provide you with a better Website, by enabling us to monitor which pages you find useful and which you do not.

Other information stored by the cookie includes website traffic data. This data is not used to identify individual details. We only collate the data into anonymous results in order to evaluate and improve our internet user ability and services.

When you visit a page on the Website it may generate any of the following types of cookies:

Strictly Necessary Cookies

These cookies are essential to the functioning of the Website. These cookies enable us to provide you with services you have specifically asked for and are essential for you to move around the Website and help us to remember the settings which you may have selected, or assist with other functionality when you browse and use the Website. Because these cookies are strictly necessary to deliver the Websites to you, you cannot refuse them.

Performance Cookies

These cookies measure how often you visit our sites, how you use them and whether you get error messages from such web pages. We use this information to get a better sense of how our users engage with the Website. These cookies do not collect information that identifies you. All information these cookies collect is aggregated on an anonymous basis and is only used to improve how the Website works so that users have a better experience.

Targeting Cookies

These cookies are used to display advertisements and help us understand your interests as you navigate through the Website. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They remember the websites you have visited and this information is shared with other organisations such as advertisers. Targeting cookies will often be linked to Website functionality provided by the third party organisation.

COOKIES WE USE

We use the following cookies listed in the table below on the Website:

Name	Provider	Purpose	Lifespan	Type of Cookie
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GPS	youtube.com (Third Party)	YouTube is a Google owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites.	PERSISTENT 29 Minutes	Targeting Cookies
_fbp	facebook.com (First Party)	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers	PERSISTENT 3 Months	Targeting Cookies
_gid	moosetoys.com (First Party)	This cookie name is associated with Google Universal Analytics. This appears to be a new cookie and as of Spring 2017 no information is available from Google. It appears to store and update a unique value for each page visited.	PERSISTENT 24 Hours	Performance Cookies
_gat_UA-52 006238-2	moosetoys.com (First Party)	This is a pattern type cookie set by Google Analytics, where the pattern element on the name contains the unique identity number of the account or website it relates to. It appears to be a variation of the gat cookie which is used to limit the amount of data recorded by Google on high traffic volume websites.	PERSISTENT 1 Minute	Performance Cookies
PHPSESSID	moosetoys.com (First Party)	Cookie generated by applications based on the PHP language. This is a general purpose identifier used to maintain user session variables. It is normally a random generated number, how it is used can be specific to the site, but a good example is maintaining a logged-in status for a user between pages.	SESSION	Strictly Necessary Cookies
test_cookie	doubleclick.net (Third Party)	test_cookie	PERSISTENT 0 Days	Targeting Cookies
DSID	doubleclick.net (Third Party)	This domain is owned by Doubleclick (Google). The main business activity is: Doubleclick is Google's real time bidding advertising exchange. Usually used to target publicity according to contents that are relevant for a user, improve performance reports of the campaign and avoid showing advertisements that the user has already seen.	PERSISTENT 10 days from settings or update	Targeting Cookies

_ga	moosetoys.com (First Party)	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports. By default it is set to expire after 2 years, although this is customisable by website owners.	PERSISTENT 2 Years	Targeting Cookies
YSC	youtube.com (Third Party)	YouTube is a Google owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites.	SESSION	Targeting Cookies
IDE	doubleclick.net (Third Party)	This domain is owned by Doubleclick (Google). The main business activity is: Doubleclick is Google's real time bidding advertising exchange. Usually used to target publicity according to contents that are relevant for a user, improve performance reports of the campaign and avoid showing advertisements that the user has already seen.	PERSISTENT 1 Year & 7 months from settings or update.	Targeting Cookies
VISITOR_IN FO1_LIVE	youtube.com (Third Party)	This cookie is used as a unique identifier to track viewing of videos	PERSISTENT 6 - 12 Months	Targeting Cookies
APISID	youtube.com (Third Party)	These cookies are used by YouTube as part of their embedded services on the Websites (sharing etc.)	PERSISTENT 2 Years	Targeting Cookies
CONSENT	youtube.com (Third Party)	Used to store Google Network advertising preferences for use in targeted advertising	PERSISTENT 20 Years	Targeting Cookies
HSID	youtube.com (Third Party)	Used by Google in combination with SID to verify your Google user account, if you have one, and your most recent login time to your Google account.	PERSISTENT 2 Years	Targeting Cookies
PREF	youtube.com (Third Party)	This cookie is used by Google to set each of its users' preferred language preferences	PERSISTENT 2 Years	Targeting Cookies

SAPISID	youtube.com (Third Party)	These cookies are used by YouTube as part of their embedded services on the Websites (sharing etc.)	PERSISTENT 2 Years	Targeting Cookies
SID	youtube.com (Third Party)	This cookie is used by Google in combination with HSID to verify your Google user account, if you have one, and your most recent login time to your Google account.	PERSISTENT 2 Years	Targeting Cookies
SIDCC	youtube.com (Third Party)	Used to store information about how you use the website and any advertising that you may have seen before visiting this website, in addition to being used to help customise advertising on Google properties by remembering your most recent searches, your previous interactions with an advertiser's ads or search results and your visits to an advertisers website.	PERSISTENT 1 Year	Targeting Cookies
SSID	youtube.com (Third Party)	These cookies are used by YouTube as part of their embedded services on the Websites (sharing etc.)	PERSISTENT 2 Years	Targeting Cookies
Secure-3P APISID	youtube.com (Third Party)	Used by for targeting purposes to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising	PERSISTENT 2 Years	Targeting Cookies
Secure-3P SID	youtube.com (Third Party)	Used by for targeting purposes to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising	PERSISTENT 2 Years	Targeting Cookies
Secure-A PISID	youtube.com (Third Party)	Used by for targeting purposes to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising	PERSISTENT 6 Months - 2 Years	Targeting Cookies
Secure-H SID	youtube.com (Third Party)	Used for security purposes to store digitally signed and encrypted records of a user's Google account ID and most recent sign-in time which allows Google to authenticate users, prevent fraudulent use of login credentials, and protect user data from unauthorised parties. This can also be used for targeting purposes to show relevant & personalised ad content	PERSISTENT 6 Months - 2 Years	Targeting Cookies

Secure-SS ID	youtube.com (Third Party)	Used to store information about how you use the website and any advertising that you may have seen before visiting this website, in addition to being used to help customise advertising on Google properties by remembering your most recent searches, your previous interactions with an advertiser's ads or search results and your visits to an advertisers website.	PERSISTENT 6 Months - 2 Years	Targeting Cookies
sb	facebook.com (Third Party)	Marketing / Tracking	PERSISTENT 2 Years	Targeting Cookies
wd	facebook.com (Third Party)	Stores the browser window dimensions and is used by Facebook to optimise the rendering of the page.	PERSISTENT 5 Days	Targeting Cookies
datr	facebook.com (Third Party)	Browser ID - identify the web browser being used to connect to Facebook independent of the logged in user.	PERSISTENT 2 Years	Targeting Cookies
fr	facebook.com (Third Party)	Encrypted Facebook ID and Browser ID. Used by Facebook to deliver a series of advertisement products on Facebook.	PERSISTENT 3 Months	Targeting Cookies
c_user	facebook.com (Third Party)	Contains the user ID of the currently logged in user. The lifetime of this cookie is dependent on the status of the 'keep me logged in' checkbox. If the 'keep me logged in' checkbox is set, the cookie expires after 90 days of inactivity. If the 'keep me logged in' checkbox is not set, the cookie is a session cookie and will therefore be cleared when the browser exits. It's used in combination with xs to detect if a user is logged in.	PERSISTENT 3 Months	Targeting Cookies
xs	facebook.com (Third Party)	This cookie is used to authenticate your identity within Facebook.	PERSISTENT 3 Months	Targeting Cookies
locale	facebook.com (Third Party)	This cookie is used to identify which web browser is connected, the language used, to control attempts to log in to the service and to provide personalized advertising.	PERSISTENT 5 Days	Targeting Cookies
spin	facebook.com (Third Party)	This cookie enables the user's ads to be tailored to his preferences.	PERSISTENT 1 Day & 1 Hour from creation	Targeting Cookies
presence	facebook.com (Third Party)	This cookie is used to update the user's Facebook chat status (active, inactive, etc.).	SESSION	Targeting Cookies

Cookies on our Website are not linked to other information processed relating to users such as login credentials.

HOW DO I MANAGE COOKIES?

You may change your browser settings on your computer or device to prevent cookies from being accepted, or, depending on which browser you are using, you might be able to receive an alert when a Website is trying to place one on your browser. If you change your cookie preferences, you will still be able to browse around the Website, but certain functions will not be available.

You can delete cookies stored in your browser by using a function in your browser. Whilst this does not mean you won't collect cookies in the future, it gives you freedom to delete your cookies after you have been online. This function is often known as 'clearing cookies'. Clearing your cookies on one browser or one device does not automatically clear them on another. You need to clear all browsers on all channels independently.

CHANGES TO THIS POLICY

We reserve the right to change this Cookies Policy at any time. Any changes become effective immediately upon posting them on the Website. You will be deemed to have agreed to any changes by your continued use of the Website after such changes have been posted. You are responsible for checking this Policy regularly for any changes. If you do not agree with any changes, you should discontinue using the Website immediately.

CONTACT US

If you have a query or question about this policy, please contact our Data Protection Officer at DPO@moosetoys.com. Or by mail at: Data Protection Officer, 29 Grange Road, Cheltenham, Victoria, 3192, Australia.

If you would like to make a complaint about the way we process your personal data you can contact the relevant Data Protection Authority (DPA). Please contact us to find out more.