

Curtin University Cookies Statement

Collection of information via our website and other digital channels

We use cookies, web beacons and similar technologies (collectively, **cookies**) (such as those provided by Amazon Web Services, Marketo and Google Analytics) on our website and other digital channels (such as Meta Platforms (Facebook and Instagram), LinkedIn, TikTok, Snapchat and Twitch) to automatically collect information from you. Cookies are small files that store information on your computer, mobile phone or other device. They enable the entity that put the cookie on your device to recognise you across different websites, services, devices and/or browsing sessions.

We use first-party cookies (cookies that are used by us) and third-party cookies (cookies set by a third-party site).

First-party cookies may collect information such as your server address, your domain name, your IP address, and the date and time you visited our website. This information allows us to:

- a) recognise you and remember your preferences or settings when you return to our website, so that we can provide you with a more personalised experience; and
- b) measure how often you visit and use our website.

We use this information to get a better sense of how our users engage with our website, and to improve our website, so that users have a better experience. For example, we collect information about which of our pages are most frequently visited and by which types of users.

Third-party cookies may collect information such as your journey between web pages and whether you have downloaded anything, how you have been targeted for advertising, any feedback you give to us, and information such as your age, gender and interests (if available).

As browser technologies continue to evolve, we are implementing cookieless tracking alongside cookies. This ensures we can continue to provide a personalised experience and optimise our offerings, while prioritising user data privacy. Cookieless tracking includes sharing anonymised data with advertising and analytics partners (such as Meta Platforms (including Facebook and Instagram) and Google (including Google Analytics 4)). This anonymised data comes from transforming information you provide in forms, such as your email address, into a scrambled format (hashed) that cannot be linked back to you as an individual.

Our use of cookies and cookieless tracking allows us to:

- a) personalise advertising by displaying more relevant advertising to you that is based on your browsing patterns and the way you have interacted with our website;
- b) create a 'remarketing audience' and share this remarketing audience with linked advertising accounts such as Google Ads, YouTube and social media platforms (such as Facebook, Instagram, TikTok and LinkedIn). This may mean that when you are on another website, you may be shown advertising based on your browsing patterns on our website. We may also show you advertising on our website based on your browsing patterns on other websites; and
- c) produce a report of demographic and interest categories of our users, so that we can further understand our audience, provide more relevant content to you, and generally improve user experience and interaction.

As we work with third party cookie providers, you may be bound by third party cookie provider terms.

You have the option of disabling cookies, but our website may not work as intended for you if you do so. Cookies can be disabled under 'settings' on your internet browser (including on your mobile), or you can selectively disable cookies through platforms such as [YourAdChoices](#) and [Network Advertising Initiative](#), or adding the [Opt-Out extension](#) to specifically disable Google Analytics.

Questions or concerns about Curtin's Cookies Statement or other privacy matters should be directed to Privacy@curtin.edu.au