COOKIE POLICY

FlowerFolio is committed to your privacy rights and this policy outlines our ongoing obligations to you in respect of how we manage Website Cookies.

We have adopted the Australian Privacy Principles (APPs) contained in the Privacy Act 1988 (Cth) (the Privacy Act). The NPPs govern the way in which we collect, use, disclose, store, secure and dispose of Website Cookies.

A copy of the Australian Privacy Principles may be obtained from the website of The Office of the Australian Information Commissioner at www.aoic.gov.au.

We have also chosen to comply with the EU GDPR and California CCPA regulations, because we believe we have ethical obligations beyond our geographic and legal home country, and because we want you to rest assured that your privacy rights matter to us.

FlowerFolio is governed by Ethical Principles we use to conduct everything we do online – from our website, our emails, our social media, and our print shop. **Our Ethical Principles guide our entire business practice, available here**.

What Are Cookies and Why Do We Collect Them?

The **FlowerFolio** website has cookies – most websites do. A cookie is a small piece of text sent to your browser by a website you visit. It helps the website to remember information about your visit, like your preferred language and other settings. That can make your next visit easier and the site more useful to you. Cookies play an important role. Without them, using the web would be a much more frustrating experience.

There are three different ways to classify cookies: what purpose they serve, how long they endure, and their provenance.

☞ Session cookies are temporary and expire once you close your browser

☞ Persistent cookies remain on your hard drive until you erase them or your browser does, which for our **FlowerFolio** website is no longer than 12 months, but you can take action earlier

☞ First-party cookies are put on your device directly by the website you are visiting

☞ Third-party cookies are the cookies that are placed on your device, not by the website you are visiting, but by a third party like an advertiser or an analytic system; **our FlowerFolio website does not use any advertising**

☞ Cookies can have different purposes, particularly under the EU GDPR ePrivacy Directive, which you can learn more about at https://gdpr.eu/. You can opt in to any or all of these cookies at the **FlowerFolio** website

Our website has both first-party cookies (necessary for the basic functions of the website) and third-party cookies (for analytics and marketing purposes). This means that our website – like most websites in the world today – is faced with protecting your privacy on the one hand and processing your personal information for website optimization and marketing on the other.

Australia's Privacy Act and its Australian Privacy Principles (APP) require our website to have **a privacy policy available here**, in which we also inform you of all cookies and trackers that collect, process or share personal information.

How Do We Use Cookies?

FlowerFolio uses cookies to personalise content, but we do not (have not and will not) use ads on our website. We use cookies to provide social media features and to analyse our traffic. We also share information about your use of our site with our social media and analytics partners who may combine it with other information that you've provided to them or that they've collected from your use of their services.

You may choose to allow only necessary cookies, a selection of cookies ranging from necessary, to preferences, to statistics, to marketing, or allow all cookies.

Necessary cookies are essential for you to browse our website and use its features, such as accessing secure areas of the site, and are generally first-party session cookies. These technically do not require consent, and you can simply carry on browsing without doing anything on our **FlowerFolio** website, but include the following:

☞ A secure cookie, which can only be transmitted over an encrypted connection

☞ Any part of our web shop or password-only web pages

☞ Remembering information you've entered into our join or donate forms, or comments, within a single website visit.

If you're using Chrome, you can find out if our website has a secure connection by going to the lock symbol on the left side of the URL bar.

Preferences allow our website to remember information that changes the way the site functions, behaves, or looks, but will not prevent the website from working. These include:

❧   Your preferred language

❧   The region you are in

❧   Layout

❧   Your text size

❧   Your text font

❧   Other parts of our website you can personalise

❧   Your username and password for automatic login.

Statistics and targetting include information about how you use our **FlowerFolio** website, but none of this is identifying information, since it is all aggregated and anonymised, but can be provided to third-party analytics services because they are for the exclusive use of **FlowerFolio**, including:

❧   The number of visitors to our websites

❧   Which pages you visited

❧   Which links / buttons you clicked on

❧   How long you spent on a page.

We use third party apps to improve our website, social media, and email campaigns as part of our overall communications strategy. Our **FlowerFolio** website uses Google Analytics, Mailchimp, Facebook, and Society6, which you can find out about at https://policies.google.com/privacy?hl=en-US, https://mailchimp.com/legal/privacy/, https://www.facebook.com/policy.php, https://society6.com/privacy. We will keep this list updated.

Marketing tracks online activity to help advertises, but our **FlowerFolio** website does not use any marketing cookies because there are no ads on our website.

If you're using Chrome and want to block cookies, you can also go to more > settings > advanced > privacy and security > content settings > cookies > block third-party cookies.

More information on Chrome cookies is available at

https://support.google.com/chrome/answer/95647?hl=en-GB.

Outside Australia

Our website has enabled compliance with both the EU's GDPR and California's CCPA –

> In the EU, the General Data Protection Regulation (GDPR) demand websites to obtain and securely store the explicit consent of users before any collection of their personal data is allowed to take place. You must be compliant with the GDPR if you have visitors to your website from inside the EU.

> In the US, the California Consumer Privacy Act (CCPA) requires businesses to give more control to California residents over the personal information they generate online, including giving them an option to opt out of having their data sold to third parties.

A Secure Website

To make our FlowerFolio website secure, we have implemented a number of key protocols, which mean that we:

- Installed an SSL certificate

- Use anti-malware software

- Make our passwords uncrackable and change them regularly

- Keep our website up to date

- Keep our emails offline

- Manually accept comments

- Run regular backups.

Policy Updates

This Policy may change from time to time and is available on our website.

Cookie Policy Complaints and Enquiries

If you have any queries or complaints about our Cookies Policy please contact us at:

hello@flowerfolio.com.au.