
Cookie Policy

Helloworld Travel Limited

Introduction

Helloworld Travel Limited (**Helloworld**) and its related entities operate a number of websites and mobile applications from Australia.

1. Scope

This Policy applies to all of the Helloworld sites and apps (our sites).

We value the privacy of every person who visits our sites and we comply with applicable privacy laws in relation to the use of cookies. This Policy explain our use of cookies to collect data on our sites visitors (you, your), and explains how we use cookies, and why we collect data using cookies and how you can opt out of a number of different services.

Helloworld will place cookies, pixels or other code or similar technologies on your computer when you visit our sites for various purposes explained here. By using our sites, you agree to the collection and use of your user data by Helloworld as set out in this Policy. If we change our cookie Policy in any way, these changes will be posted on this page.

Our Privacy Policy which explains the personal information we collect and why and how we use and disclose it and to whom (including overseas) and your rights can be found [here](#).

2. Use of cookies and pixels

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently to improve the user experience, as well as to provide certain information to the owners of the site including in relation to what ads to show you. They enable us to recognise your browser next time you visit our sites. If you do not wish to use a cookie, you can adjust your browser settings to reject cookies or notify you when they are being used. You may opt-out of certain Session Data being collected while you are using a mobile device by [clicking here](#).

If you have not chosen to reject cookies, when you access our sites, Helloworld will place cookies, pixels or other code on your computer to collect information about your usage of our sites and information about the device you are using. The collection of this data helps us recognise you when you visit our sites again and helps us better understand how our sites are used. This information allows Helloworld to improve our sites content and navigation. We may use service providers to collect this data on our behalf. Unless you specifically inform us of your details we will not know who you are.

Our sites set cookies which remain on your computer for differing times. Some expire at the end of each session and some remain for longer so that when you return to our sites, you will have a better user experience.

3. Tracking Technologies

1.1 [IP address](#)

When you access and use our sites, our servers may record data regarding your device and the network you are using to connect with us, including your IP address. An IP address is a series of numbers which identify your computer, and which are generally assigned when you access the internet. Alone, IP addresses are not personal information, as any one computer or device may be

used by multiple people (i.e. it is not possible to ascertain the identity of a user simply from the computer or device being used). We may use IP addresses for system administration, investigation of security issues and compiling anonymised data regarding usage of our sites and/or mobile applications.

1.2 [Geo-Location](#)

When using the sites (if applicable), you may search for products and services in the area in which you are located. If you choose to do so, depending on the mobile device or application you are using, we may collect your geo-location information to search for the applicable products and services or to personalise and improve your individual viewing experiences on our sites and provide information that may be of interest to you. You may at any time disable our collection and use of your location information by turning location services off at the device level.

4. Google Analytics

When you visit certain sections of our sites, Google Analytics, a sites analytics service provided by Google, Inc (“Google”), will place cookies on your computer’s browser. The information generated by the cookies about your use of our sites is transmitted to Google. This information is then used for the purpose of compiling statistical reports to enable us to measure and analyse the number of visits to our sites and its pages, the average time spent on the site and the pages viewed. We will not (and will not allow any third party to) use Google Analytics to track or to collect any personal data of visitors to our sites. We will not associate any data gathered via use of cookies with any personal data from any source as part of our use of Google Analytics. For further information about Google Analytics please [click here](#) and for details of Google Analytics’ Privacy Policy, please [click here](#).

You may choose to opt-out of Google Analytics using the Google Analytics Opt-out Browser Add-on which you may access [here](#).

5. Third Party Advertisers

We work with third parties to serve ads on our sites and to serve ads on sites owned or operated by other companies. Our ad servers, and those of our partners, use cookies and pixel tags in order to anonymously identify your browser.

6. Links and Social Plug-Ins

Our sites contain links to third party sites over which we have no control. We are not responsible for third party sites or for any third party’s actions or their security controls with respect to information that they may collect or process via their sites, services or otherwise. You should carefully review the privacy policies or notices of any other sites you visit as they will apply to your visit to those sites and may be very different from Helloworld’s Privacy Policy.

Our sites include social plug-ins, such as the Facebook or Twitter button, and gives you the option to post information about your activities on our sites to your social media accounts. These features may collect your IP address, which page you are visiting on our sites, and may set a cookie to enable the feature to function properly. Social plug-ins are either hosted by a third party or hosted directly on our sites. Your interactions with these features are governed by the privacy policy of the company providing them.

We may from time to time monitor and review any information transmitted or received through our sites, for quality assurance and other purposes. We reserve the right to censor, edit, remove or prohibit the transmission or receipt of any information that we deem inappropriate or in violation of our terms and conditions. During monitoring the information may be examined, recorded or copied.

7. Third party advertising/Ad serving

Helloworld will present advertising campaigns from our preferred partners on our sites. We do not use cookies to track your interaction with third party advertisements whilst on our sites. During your interaction with our sites, we may collect information in the form of pixels that allows us to present you with relevant advertisements whilst on other unrelated websites through an ad server.

Helloworld does not allow third parties to track or collect personal information on our sites for their own advertising purposes.

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