1. Introduction

This Cookie Policy explains how Octopus Cards Limited ("OCL", "we", "our", "us") uses cookies, pixels, and similar technologies (collectively called "cookies") on OCL's websites and apps. This cookie policy applies to your use of OCL's websites and/or OCL's apps.

By using our websites and/or apps, you agree to our use of cookies in accordance with this Cookie Policy. If you do not agree to our use of cookies, please disable cookies on your computer or other devices (see "Managing your cookies preferences" section below), and cease using OCL's websites and apps.

2. What are cookies?

Cookies are small bits of information that are automatically stored on your device when you access certain parts of OCL's websites or apps, or click on OCL's online advertisements. We will be able to access the information stored on the cookies and record how you use our websites or apps. We use the following cookies:

(a)   Strictly necessary cookies

These cookies are required for the operation of OCL's websites and apps by: (i) allowing OCL's web server to determine whether the cookie settings on your browser have been enabled or disabled. This allows OCL to determine whether data can be collected from your web browser; (ii) temporarily identifying your device after you have accessed to a secure page on our websites and/or apps so that our web server can maintain a dialogue with your browser or device in order for you to carry out certain activities.

(b)   Functionality and Performance cookies

These cookies are used to recognise you (without identifying your identity) when you return to OCL's websites and/or app. We use these cookies to remember the choices you make (such as font size) so that you do not need to re-enter that information when you return to our websites and/or app.

(c)   Analytical and Targeting/advertising cookies

These cookies are used to research about a user's interest, usage and activities in relation to OCL's websites and/or apps (without identifying the identity of the user) by implementing analytical cookie tools. These tools allow us to recognise your device and store information about your use of OCL's website and/or apps ("Cookies Data"). It enables us to provide more useful features to you, to tailor the content of our websites and apps to suit your interests and, where permitted by your marketing preferences in your device or app setting, we will provide you with promotional materials based on your usage patterns. These cookies may be placed on your device by us or by third parties on our behalf, including Google, Microsoft, Yahoo! and Facebook, and OCL may share the Cookies Data with third parties for the purposes as mentioned hereinafter. These cookies also include universal floodlight tag, pixels and SDK. OCL uses these cookies and works with these third parties to use the information collected by these cookies: (i) to find out about users of our websites and apps, including behaviour and usage patterns; (ii) to record your use of our websites and/or apps and your responses to our online advertisements posted on our websites and/or apps as well as other social media platforms (such as Facebook, Instagram, Twitter and LinkedIn) to deliver personalised content to you, including ads relevant to your interests; and (iii) improve the effectiveness of our online marketing and advertising campaigns.

We may use your cookies together with data from internal and external sources if so available to create a profile of your interests and preferences for the purposes mentioned above.

3. Managing your cookies preferences

The length of time for which cookies are stored on your browser varies depending on the cookie. Some cookies only valid during your online session, whereas others will stay on your browser for a reasonable time afterwards. Unless specific time given by third party agencies below, the cookies set via our website will usually valid for a period between 13 and 24 months from your last visit to our site.

Most browsers are initially set to accept cookies. You can set your browser to delete or disable cookies through your browser setting.   By   disabling cookies, you may not be able to enter certain parts of this site, including OCL's online services. You cannot manage cookies in the app. If you do not accept our use of cookies, please do not use our websites and/or apps. For more information about how to use your browser settings to clear your browser data or to manage cookies, check your browser 'Help' function.

If you accept cookies during your use of or continue to use this our websites and/or app, you will be acknowledging that your information is being collected, stored, accessed and used as outlined above.

To find out more about the use of cookies, the information-collecting practices and opt-out procedures of third party agencies, including Google, Microsoft, Yahoo! and Facebook, please visit:

Google's website	https://policies.google.com/technologies/ads
Microsoft's website	https://about.ads.microsoft.com/en-us/resources/policies/microsoft-advertising-privacy-policy
Yahoo!'s website	https://www.verizonmedia.com/policies/us/en/verizonmedia/privacy/index.html
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