

# Cookies Policy



The Lottery Corporation (**we, us and our**) uses cookies and similar technologies on our websites and mobile applications to collect or access information stored on your device or computer. This information ranges from unique user identifiers to user play preferences. You can find out more about cookies and similar technologies, and how we use them, in the information set out below. Any information that we collect will be handled in accordance with our [Privacy Policy](#).

If you do not accept the use of these cookies or similar technologies, you can disable them by accessing the support set out in this policy below or by changing your browser settings so that cookies or similar technologies from our websites or applications cannot be placed on your computer or mobile device.

## What is a cookie?

A 'cookie' is a small text file that uniquely identifies your browser or device. The cookie file is stored on your browser. When you return to that website (or visit websites that use the same cookies) these websites recognise the cookies and your browsing device.

Cookies allow you to navigate between web pages efficiently, remembering your preferences and activities. They assist in improving and personalising the user experience. For example, cookies can tell us whether you have visited our websites before. They can also help serve you advertisements that are relevant to you.

There are different types of cookies:

- **First-party cookies** – cookies which are served directly from our websites ([www.thelotterycorporation.com](http://www.thelotterycorporation.com), [www.thelott.com](http://www.thelott.com), [www.keno.com.au](http://www.keno.com.au)) to your computer or device. These cookies enable us to conduct analytics (for example, what time our website is the busiest) and personalise your experience (for example, saving your 'favourites').
- **Third-party cookies** – cookies that are served by a third party on our behalf. These third parties include social media and online platforms such as Meta, Google, LinkedIn and digital marketing services. We have arrangements with these third parties allowing them to serve cookies on our behalf. These cookies are primarily used to personalise advertisements that are served to you to make sure they are relevant.

## More information on our third-party cookies

### Necessary Cookies

Some cookies used by us are strictly necessary for our websites to function. They are usually only set in response to actions made by you which amount to a request for services, such as setting your location preferences, logging in or completing forms. You can set your browser to block or alert you about these cookies, but some parts of our website function for you.

Cookie	Description	More detail on how to manage these cookies
Cloudflare	We use Cloudflare cookies as a part of the services provided by Cloudflare to support load-balancing, deliverance of website content and serving DNS connection for website operators. Cloudflare cookies register a unique ID that identifies a returning user's	<a href="https://www.cloudflare.com/en-au/privacypolicy/">https://www.cloudflare.com/en-au/privacypolicy/</a>

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	device. The ID is used for targeted ads.	
Akamai CDN	We use Akamai cookies to deliver digital content to our customers. Akamai CDN (Content Delivery network) uses cached, or replicated content required by our digital platforms. This content is stored (cached) across different regions and ensures there is minimal degradation in performance of our digital platforms which may otherwise be impacted depending on the location of users and demand for our services.	<a href="https://www.akamai.com/legal/compliance/privacy-trust-center">https://www.akamai.com/legal/compliance/privacy-trust-center</a>

## Optional third- party cookies

We also use third-party cookies for performance monitoring, to provide enhanced functionality and personalisation, or for use to support targeted digital advertising with our advertising partners. The description and use of each of the cookies deployed by TLC are detailed in the table below. We have included useful information and links below to assist you in rejecting these cookies if that is your preference.

Cookie	Description	More detail on how to manage these cookies
Adobe	Our websites utilise Adobe cookies for several purposes: to gather data on website interactions, segment audiences for targeted marketing, identify users across devices, analyse website traffic, monitor site performance, customize user experiences, deliver targeted advertising, and track marketing conversions. These cookies aid in enhancing customer experiences	<a href="http://www.adobe.com/uk/privacy/opt-out.html">http://www.adobe.com/uk/privacy/opt-out.html</a>
Bing	We use Bing cookies to understand how you interact with our website to improve user experience. We also use this cookie to track visitors on multiple websites to enable us to present relevant advertisements based on the visitor's	<a href="https://choice.microsoft.com/en-US/opt-out">https://choice.microsoft.com/en-US/opt-out</a>

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	preferences. This also allows us to limit the number of times visitors are shown the same advertisement.	
ContentSquare	We use Content Square to collect statistical information on users' behaviour on our websites including identifying frequency of visits and how long visitors are on the website. The information is used to improve user experience.	<a href="https://contentsquare.com/privacy-policy/">https://contentsquare.com/privacy-policy/</a>
Google Universal Analytics and DoubleClick Floodlight	<p>We use Google cookies for a number of purposes including; understanding how our media campaigns work and how you interact with our website in order to improve user experience; to store randomly generated User-ID's which allows Google to recognise you across multiple websites and to serve personalised ads; and to understand if you complete certain actions on our websites after you have seen or clicked through one of our adverts served via Google.</p> <p>Based on the content you have engaged with on our websites, Google are able to deliver some targeted ads across other Google partner websites.</p>	<a href="https://support.google.com/analytics/answer/7318509">https://support.google.com/analytics/answer/7318509</a>
Shopify	We use Shopify supplied cookies to support Shopify analytics.	<a href="https://www.shopify.com/legal/privacy">https://www.shopify.com/legal/privacy</a>
Snapchat	We use Snapchat cookies to anonymously identify a visitor across multiple domains for advertising purposes, to track marketing conversions and to retarget and attribute	<a href="https://values.snap.com/privacy/privacy-policy">https://values.snap.com/privacy/privacy-policy</a>

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	<p>traffic coming from the social network.</p> <p>We also use Snapchat cookies for reporting on social campaigns, troubleshooting campaign setup and building aggregate pools of audiences for targeting based on behaviour trends.</p>	
Facebook	<p>We use Facebook cookies to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising, after visiting our websites.</p>	<p><a href="https://en-gb.facebook.com/help/568137493302217">https://en-gb.facebook.com/help/568137493302217</a></p>
Flashtalking	<p>We use Flashtalking to deliver ads suited to our user's interests. Flashtalking collects information on websites the user visits and the user's interaction with ads. In order to identify the user's computer, Flashtalking stores a cookie on the computer and the user's IP address on Flashtalking servers. Flashtalking may combine your user information with other information gathered from other sources such as publicly accessible sources.</p>	<p><a href="https://www.flashtalking.com/privacypolicy">https://www.flashtalking.com/privacypolicy</a></p>
Microsoft	<p>We use Microsoft cookies to enable user tracking and identification across Microsoft products and websites.</p>	<p><a href="https://support.microsoft.com/en-us/windows/delete-and-manage-cookies-168dab11-0753-043d-7c16-ed5947fc64d">https://support.microsoft.com/en-us/windows/delete-and-manage-cookies-168dab11-0753-043d-7c16-ed5947fc64d</a></p>
Outbrain	<p>We use Outbrain cookies to track marketing conversions. In the case of certain internet browsers, Outbrain will use a first-party cookie to track conversion events and serve personalised ads.</p>	<p><a href="https://www.outbrain.com/privacy/">https://www.outbrain.com/privacy/</a></p>
Podsights	<p>We use Podsights cookies to track and measure user</p>	<p><a href="https://podsights.com/optout/">https://podsights.com/optout/</a></p>

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	behaviour attributed to podcast advertising.	
TapAd	We use TapAd cookies for information-synchronisation with advertisement networks, to ensure you receive adverts relevant to your interests.	<a href="https://www.tapad.com/global-privacy-notice">https://www.tapad.com/global-privacy-notice</a>
Xandr	We use Xandr cookies to buy, sell, and deliver online advertising, including interest-based advertising.	<a href="https://about.ads.microsoft.com/en-au/solutions/xandr/platform-privacy-policy">https://about.ads.microsoft.com/en-au/solutions/xandr/platform-privacy-policy</a>
Yahoo	We use Yahoo cookies to support advertisements targeting for Yahoo.	<a href="https://legal.yahoo.com/us/en/yahoo/privacy/index.html">https://legal.yahoo.com/us/en/yahoo/privacy/index.html</a>
The Trade Desk	We use The Trade Desk cookies (Appnexus, UUID, CasaleMedia) to buy, sell, track and deliver online advertising and measurement, including interest-based advertising.	<a href="https://www.thetradedesk.com/us/privacy">https://www.thetradedesk.com/us/privacy</a>
Quantcast	We use Quantcast cookies to buy, sell, and deliver online advertising, including interest-based advertising, mostly through real-time bidding.	<a href="https://www.quantcast.com/privacy-choices/">https://www.quantcast.com/privacy-choices/</a>
Hotjar	We use Hotjar cookies to monitor user interactions, record sessions for replay, generate heatmaps of user activity, and analyse conversion funnels to enhance website usability and performance	<a href="https://help.hotjar.com/hc/en-us/articles/115011789248-Hotjar-Cookie-Information">https://help.hotjar.com/hc/en-us/articles/115011789248-Hotjar-Cookie-Information</a>

## How do I reject and delete cookies?

Most internet browsers automatically accept cookies. If you do not wish for cookies to be used, you may need to actively delete or block the cookies. If you reject the use of cookies, you will still be able to visit our websites and use our applications but some of the functions may not be available.

See [www.allaboutcookies.org](http://www.allaboutcookies.org) for more information on how to change your cookie settings for many common browsers, and to learn more about cookies generally. We have also included links to assist you with managing and understanding the cookies used by third parties with whom we have an arrangement.

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## Contact Us

If you have any questions in relation to this Policy, please contact us by:

- writing to the Privacy Officer, Level 8, 180 Ann Street, Brisbane 4000; or
- emailing: [privacy@thelotterycorporation.com](mailto:privacy@thelotterycorporation.com)

You can also learn more about how we handle your personal information (including information collected through cookies) by reading our [Privacy Policy](#).

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