

PLACEMENT OF COOKIES

ConsumerLink will place either a ConsumerLink Cookie or Opt-out Cookie to all Respondents who login to their online surveys.

The ConsumerLink Cookie may be read by a 3rd party research partner to identify a device as a ConsumerLink Panellist's device. All information contained in the ConsumerLink Cookie is completely anonymous. This anonymous information does not include your name, address, email address, or other personally identifiable information.

The ConsumerLink Cookie shall not be used on any computer/device other than those owned or used by a panel respondent. ConsumerLink will not enable 3rd party matching for a panel respondent who has elected to opt-out of the program.

PROHIBITION ON USE OF TAGS

ConsumerLink shall not use the Tags:

- a) to personally identify any individual Respondent;

RESTRICTIONS ON USE OF CONSUMERLINK COOKIE DATA

- a) ConsumerLink will ensure that a respondent's visits to their tagged registration, participation, and survey pages will not increase the likelihood that such Respondent will receive any particular targeted advertising.
- b) ConsumerLink may wish to (a) invite Respondents to participate in additional research based on their exposure to specific online advertising or assets; or (b) match Respondent records to existing Respondent demographic data which has already been collected by ConsumerLink.

CAN I REFUSE COOKIES OR OPT-OUT LATER?

Most browsers are initially set up to accept cookies. However, you can configure your browser to alert you when a web site is attempting to send you a cookie and at that time you will have the option of refusing the cookie.

Different browsers use different ways to disable cookies, but they are usually found under a Tools or Options menu. You can also consult the browser's help menu.

If you decide that you no longer wish to receive cookies on your PC or device, you can opt out at any time and still remain part of the panel.

This cookies policy should be read in conjunction with ConsumerLink's Research Panel Terms and Conditions & Privacy Policy as well as the terms and conditions for completing surveys with ConsumerLink on the Fly Buys website: www.flybuys.co.nz/colmarbrunton