

# Cookies

Cookies are simple, small text files that are stored on the hard drive or in the memory of a visitor's computer when they access the Website. Cookies do not damage the visitor's computer or any files stored on it. A cookie allows the browser to be recognised when the Website is visited again. Cookies cannot be used to identify individuals; instead, they identify machines and remember the interests, activities, and preferences of the visitor.

Mr Drain Cleaning uses cookies for the following purposes:

- **Functional Purposes**

Mr Drain Cleaning uses cookies to ensure the proper functioning of its website and to enhance the user experience for visitors. Cookies are utilised to enable various essential functions. Some cookies that serve functional purposes are crucial for the website's operation and cannot be disabled. These cookies will be retained for no longer than a few hours after visiting the Mr Drain Cleaning website.

- **Analytical Purposes**

By using cookies, Mr Drain Cleaning analyses the behaviour of its website visitors to improve the site and tailor it to their needs. This is done to make the website as user-friendly as possible. This analysis includes tracking which pages are visited and how visitors navigate through the Mr Drain Cleaning website.

- **Marketing Purposes**

Mr Drain Cleaning also employs cookies to send visitors interesting offers and/or discounts. This involves analysing how often the website is used and which products visitors find appealing. Another marketing purpose for which cookies are used is to verify whether a visitor has been referred via an advertiser's website.

In delivering its electronic services, Mr Drain Cleaning uses the following cookies: Google Analytics, Hotjar conversion tracking, and Google AdWords conversion tracking.

Visitors have the option to adjust their internet browser settings to remove cookies and/or block the placement of cookies entirely. The methods for removing and blocking cookies vary by internet browser. For more information, visitors can consult their browser's help function. Please note that deleting and blocking cookies may result in limited access to certain features of the website.

Mr Drain Cleaning uses Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google Analytics utilises cookies to help analyse how visitors use the Website. The information generated by the cookie regarding the visitor's use of the Website (including the visitor's computer IP address) is transmitted to and stored by Google on servers in the United States. Google uses this information to track how visitors use the Website, compile reports on website activity for website operators, and provide other services related to website activity and internet usage. Google may share this information with third parties if required by law or to the extent that these third parties process the information on Google's

behalf. Google will not combine the visitor's IP address with other data held by Google. For more information, please visit [Google's privacy policy](#).

Mr Drain Cleaning only places non-essential cookies—those not necessary for the website's operation, the delivery of online services, or for analytical purposes—if the visitor has granted prior consent, in accordance with the Australian Privacy Act 1988 and the Australian Privacy Principles (APPs). Visitors have the right to request access to their personal information and to have it corrected or deleted. For more information regarding the processing of your personal data, we invite you to review our privacy policy. If you have any questions or concerns regarding our cookie policy, please feel free to contact us.