

## Mappa Cookies Policy

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### Mappa background

Mappa is a free-to-use online mapping tool which aims to help Aboriginal people and communities better access health services closer to home, with family and on country.

Mappa is coordinated and established by the Aboriginal Health Council of Western Australia ABN 48 114 220 478 (“**AHCWA**”, “**we**”, “**us**” or “**our**”). Information and content that is shown on the Mappa Health Services website (accessible on <https://mappa.org.au/> and <https://mappa.net.au/>) and related websites, social media sites and apps (collectively the “**Mappa Website**”) is sourced from and contributed by a variety of health organisations and stakeholders, including AHCWA, that upload public information to the Mappa Website (collectively the “**Mappa Stakeholders**”).

Unless described otherwise, terms defined in this document take their meaning from the Mappa Website Terms and Conditions – Front End User. All terms and conditions can be found on the landing page of the Mappa platform under Terms and Conditions.

### What are Cookies

Cookies are small data files placed on your computer or other internet-enabled device that enable the Mappa Website features and functionality. They allow us to record information when you visit or interact with the Mappa Website and the products and services described. Other tracking technologies, such as web beacons and pixels work similarly to cookies, placing small data files on your device that monitor your activity in relation to the Mappa Website. For convenience, use of the term “**Cookie**” in this document to refer to cookies, web beacons, pixels, tags, scripts and other similar technologies.

### Mappa Cookies Policy

This Mappa Cookies Policy (“**Policy**”) describes how and why the Mappa Stakeholders use Cookies in connection with Mappa, including through the Mappa Website, to tailor website content and functions. Cookies can be used for analysing trends, tracking user movements with the intent of optimising user experience, having the ability to provide the user with locally relevant content, for security reasons, the ability to gather demographic information about Mappa’s user base as a whole, and more.

This Policy also explains your rights to control our use of Cookies.

You agree that we may store Cookies on your devices and issue and request Cookies from your devices to collect both personal and de-identified information. You can control the use of Cookies at the individual browser level, but if you disable Cookies, it may limit your use of certain features or functions on the Mappa Website.

### Information types

Most of the information contained on the Mappa Website relates to health services and visiting health professionals. The information published on the Mappa Website is publicly available and does not constitute or contain Confidential Information or patients’

health information.

The information on the Mappa Website largely shows organisational details that are specific to a particular location such as contact details, services, programs, facilities, telehealth, resources, referrals, payment methods and other useful details. Each Mappa Stakeholder shares as much or as little information as they choose and hence there is varying degrees of information shown on the Mappa Website about each organisation.

### **What kind of Cookies do we use?**

#### Necessary Cookies

Necessary Cookies allow us to offer you the best possible experience when accessing and navigating through the Mappa Website and using its features. For example, these Cookies let us to recognise that you have created an account and have logged into that account.

#### Functionality Cookies

Functionality Cookies let us operate the Mappa Website in accordance with the choices you make. For example, we will recognise your username and remember how you customised the Mappa Website during future visits.

#### Analytical Cookies

Analytical Cookies enable us and third-party services to collect aggregated data for statistical purposes on how our visitors use the Mappa Website. These Cookies do not contain personal information such as names or email addresses and are used to help us improve your user experience of the Mappa Website.

#### Persistent and Session Cookies

We may use either or both Persistent Cookies and Session Cookies, described as follows:

- *Persistent Cookies* help us recognise you. They are stored on your device in between browser sessions, allowing us to remember your preferences and actions across multiple sites and on multiple visits.
- *Session Cookies* expire at the end of your browser session, allowing us to link your actions during a particular browsing session.

#### Third Party Cookies

In addition to the Cookies set by us, we may also use Third Party Cookies. These Cookies are set by others, enabling the third party's features or functionalities to be provided through the Mappa Website. Third Party Cookies can recognise your device both when it visits the Mappa Website and when it visits certain other websites or services. The service providers of Third Party Cookies have their own privacy policies, and may use their Cookies to target advertising to you.

#### Cross-Device Tracking

We may perform cross-device tracking which allows us to provide more relevant features/advertising to you on multiple devices. We do this by identifying browsing activity on your smartphones, tablets, desktop computers and other devices connected to the same IP address or logged into the same account to better understand the products and services that might be of interest to you.

#### Local Storage Objects

We may also use Local Storage Objects (LSOs), such as HTML5, to, among other things,

optimise screen presentation, video and other preference information.

### Google Analytics

We use Google Analytics which is a web analytics tool that helps us understand how users engage with the Mappa Website. Like many services, Google Analytics uses cookies to track user interactions as in our case, where they are used to collect information about how users use the Mappa Website. This information is used to compile reports and to help us improve the Mappa Website. The reports disclose website trends without identifying individual users.

### **Why do we use Cookies?**

We use Cookies to make the Mappa Website easier to use and to better tailor your experience to your particular interests and needs. We use the information we obtain from Cookies to carry out profiling activities in order to learn more about you and offer you tailored features and / or advertising based on your behaviour on the Mappa Website. We also use these technologies to compile anonymous, aggregated information that allows us to better understand the Mappa Website customers, visitors and trends in use of the Mappa Website.

Specifically, we use Cookies for the following reasons:

- to let you navigate the Mappa Website and use essential features, including secure areas. Without these technologies, we may be unable to deliver core functionality of the Mappa Website or its products and services to you;
- to help us understand how you interact with the Mappa Website and improve the Mappa Website's usability. Cookies provide us with information about areas of the Mappa Website visited, time spent and any error messages you receive, allowing us to improve the performance of the Mappa Website and show locally relevant content. They do not collect any information that could identify you;
- to provide certain services or to remember settings that will improve your visit, but are not essential to your use of the Mappa Website. They may include personal information that you have disclosed to us;
- to provide statistics about how the Mappa Website is used;
- to improve your login experience such as keeping you signed in and recognising your computer when you visit the site;
- to identify and show when you are logged into the Mappa Website;
- to improve security on the Mappa Website including Cookies' store security tokens;
- to link relevant advertisements/promotions, messaging and social media sites, including Facebook and Twitter; and
- to deliver content, including advertisements, relevant to your specific interests. This content may be delivered on the Mappa Website or on third party websites or services. They allow us to understand and improve the relevancy of our advertisements. They may track personal information, including your IP address.

### **How can I control Cookies?**

The Cookies are set by default on the Mappa Website, and you agree that we may (i) store Cookies on your device(s); and (ii) issue and request Cookies from your devices to collect both personal and de-identified information.

If you want to restrict or block the Cookies that are set by the Mappa Website, you can do so through your browser settings. Internet browsers generally allow you to change your cookie settings via the “options” or “preferences” menu in your browser. The process can vary from one browser to another to adjust your cookie settings. We recommend the following 3 steps:

1. Whichever browser you use, type into Google “Adjust cookies settings with <browser name>” E.g. ***Adjust cookies settings with Chrome***
2. Follow the steps on how to amend your settings.
3. If unsure, please contact Mappa for assistance.

Please note that if you set your browser to refuse or block all Cookies, certain features or functionalities of the Mappa Website will be limited or unavailable to you.

You can opt out of Google Analytics without affecting how you visit the Mappa Website. For more information on opting out of being tracked by Google Analytics across all websites you use, visit this Google page: <https://tools.google.com/dlpage/gaoptout>

To learn how to manage privacy and storage settings for Flash cookies, visit [http://www.macromedia.com/support/documentation/en/flashplayer/help/settings\\_manager07.html](http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager07.html)

Further information about deleting and blocking cookies can be found at <http://www.allaboutcookies.org> or [www.internetcookies.org](http://www.internetcookies.org)

### **How can I get further information?**

If you have any questions about our use of Cookies in relation to the Mappa Website, please email us at [mappa@ahcwa.org](mailto:mappa@ahcwa.org)

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