

Cookie Policy

FEMME FITALE COOKIE POLICY

This Cookie Policy is effective as of 3rd August 2020.

Lead to Excel Pty Ltd (ACN 641 226 128) and its affiliates (referred to as "**FEMME FITALE**", "**we**", "**us**" or "**our**") is committed to protecting your privacy as a user (referred to as "**User**", "**you**" or "**your**"). This policy explains what cookies are and the types of cookies we use on the FEMME FITALE website, FEMME FITALE mobile application ("**FEMME FITALE App**"), blog, forum, online shop or one of our other products or services, all of which are part of FEMME FITALE's platform (the "**Platform**").

For more details about FEMME FITALE's privacy practices, please refer to our Privacy Policy available at the following webpage: <https://www.femmefitale.com.au/pages/privacy-policy>.

What are cookies?

A "**cookie**" is a text file that websites send to a visitor's computer or other internet-connected device to uniquely identify the visitor's browser or to store information or settings on the device. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognises that cookie. Cookies are useful because they allow a website to recognise a visitor's device and to target the content displayed to the visitor's interests.

Do we use cookies on the Platform and, if so, why?

Yes. By using our Platform, you agree that, unless you have set your computer's browser to reject them, we can place the types of cookies set out in the table below on your device and use that data in accordance with this policy.

We use cookies (such as HTTP and HTML5) and similar technologies (such as web beacons and JavaScript) to: (i) customise and improve Users' visits to our Platform; (ii) deliver content tailored to Users' interests and the manner in which they browse our Platform; and (iii) manage our Platform and other aspects of our business. For more general information about cookies technology, please refer [here](#).

What types of cookies are used on the Platform and what choices do you have?

Below is a list of the cookies that we would like to use on our Platform. You can indicate your acceptance of all cookies or a selection of cookies that you allow us to use on our Platform. Please note that depending on your selection, you may not be able to take full advantage of the Platform. Please also understand that a cookie will be placed on your device to allow us to remember the selection you make.

Strictly Necessary Cookies

These cookies are necessary for the Platform to work and enable you to move around the Platform and use the services and features. Disabling these cookies will encumber the Platform's performance and may make these services and features unavailable. Strictly necessary cookies are used to collect session ID and authentication data. During the time you visit the Platform, our web server assigns your browser a unique identifier string so as not to confuse you with other visitors. These are session cookies (i.e., which expire when you close your browser session). These cookies are never stored permanently on your computer and disappear when you close your browser. To use some of our Platform without issue you need to have these cookies enabled.

We set out a list of the cookies that we currently use:

Name: UserID

Function: Used in connection with customer login

Duration: Session (cookie will be removed after browser session ends)

Name: accessToken

Function: Used in connection with customer login

Duration: Session (cookie will be removed after browser session ends)

Name: Paid Memberships Pro and WooCommerce

Function: Femme Fitale uses Paid Memberships Pro and WooCommerce for ecommerce services in relation to the products sold on the Platform. Please refer to their cookies policy for further information:

Functional Cookies

Functional cookies allow the Platform to help maintain your session and remember the choices you have made in order to provide functionality for your benefit. Functional cookies are used to collect information about your language preferences and other preferences indicated during your visit to the Platform. For example, functional "**session**" cookies allow the Platform to remember settings specific to you, such as your country selection, which ultimately improves your web experience. Functional cookies also include persistent cookies which are used to remember your preferences when you subsequently visit our Platform.

We set out a list of the cookies that we currently use:

Name: UserID

Function: Used in connection with customer login

Duration: Session (cookie will be removed after browser session ends)

Name: accessToken
Function: Used in connection with customer login
Duration: Session (cookie will be removed after browser session ends)

Name: locale
Function: Display corresponding language to the user
Duration: 30 days from creation of locale cookie

Analytic Cookies

Analytic cookies are used to gather statistics about the use of the Platform in order to improve the performance and design of the Platform and our services. For these purposes, analytic cookies collect information about your device type, operating system type, browser type, domain, other system settings, IP address, referring URLs, information on actions taken on the Platform and the dates and times of your visits, as well as the country and time zone in which your device is located.

These cookies are provided by our third-party analytics tool providers and the information obtained through these cookies will be disclosed to, or collected directly by, these third-party service providers. For more information about these service providers' cookie and information practices (including the types of cookies used and their expiration date), please visit the following links:

Name: Zoho
Function: Femme Fitale uses Zoho to help measure how Users interact with our Platform and to help send Users emails. Please refer to their cookies policy for further information:

Name: Google Analytics
Function: FEMME FITALE uses Google Analytics to help measure how Users interact with our Platform. Please refer to their cookies policy for further information: <https://policies.google.com/privacy>

Name: Facebook Custom Audiences
Function: FEMME FITALE uses Facebook Custom Audiences to deliver targeted advertisements to Users who visit our Platform. Please refer to their cookies policy for further information: <https://Femme Fitale.facebook.com/policy.php>

Third Party Cookies

We partner with third parties to provide you with direct connections to certain social networks or features of social networks (such as the ability to "like" or share content from our site using your social media accounts) and to provide you with additional features. By using the Platform or engaging with third-party plugins and widgets on our Platform, such third parties may place session or persistent cookies on your device or use similar technologies that will allow tracking of your activity on our site. These technologies may provide the third parties information about your visit so that they can present you with advertisements for FEMME FITALE products and services which may be of interest to you, when you visit other advertiser-supported websites, and can help us track the effectiveness of our marketing efforts. The use of these cookies is subject to such third-party's own cookie policies linked below:

Name: Facebook connection
Function: FEMME FITALE uses Facebook Connect to allow Users of the Platform to interact with and share content via Facebook's social media platform. Please refer to their cookies policy for further information: <https://Femme Fitale.facebook.com/policy.php>

Name: Instagram
Function: FEMME FITALE uses Instagram to allow Users of the Platform to interact with and share content via Instagram's social media platform. Please refer to their cookies policy for further information: <https://help.instagram.com/1896641480634370>

How do I disable or remove cookies?

You can restrict or disable the use of cookies through your browser. Each type of browser offers ways to restrict and delete cookies. For more information on how to manage cookies through your browser, please visit the appropriate link below:

[Internet Explorer](#)

[Firefox](#)

[Google Chrome](#)

[Safari](#)

Other technical data we collect and use

When you use the Platform, we automatically receive your computer's internet protocol (IP) address in order to provide us with information that helps us learn about your browser and operating system.

We may also collect data: regarding device IDs or identifiers, connection information, device software, statistics of page views, ad data, referral URLs and IP data; to determine your general geographic location, so that we can provide location-specific content to you; to assist in responding to complaints and queries; to investigate any possible breach of our terms or conditions including fraud or illegal activities with the use of your personal data; and with your permission, we may send you emails about our store, new products, and other updates.