

The Uniform Store – Cookie Policy

Last Updated: 20/05/2025

This **Cookie Policy** explains how The Uniform Store ("we," "us," or "our") uses cookies and similar tracking technologies when you visit our website www.theuniformstore.com.au. By using our website, you consent to the use of cookies as described in this policy.

1. What Are Cookies?

Cookies are small text files stored on your device (computer, smartphone, or tablet) when you visit a website. They help the website remember your preferences, improve user experience, and provide analytics.

2. Types of Cookies We Use

Category	Purpose	Examples
Essential Cookies	Necessary for website functionality (e.g., login, security).	Session cookies, authentication.
Analytics Cookies	Help us understand visitor behavior (e.g., pages visited, traffic sources).	Google Analytics, Hotjar.
Marketing Cookies	Used for personalised ads and tracking campaigns.	Facebook Pixel, Google Ads.
Preference Cookies	Remember user settings (e.g., language, theme).	Language selection, font size.

3. How We Use Cookies

- To ensure website security and prevent fraud.
- To analyse website traffic and improve performance.
- To personalise content and ads based on your interests.
- To remember your preferences (e.g., login details, language settings).

4. Third-Party Cookies

Some cookies are placed by third-party services (e.g., Google, Facebook) for analytics, advertising, or embedded content (like YouTube videos). We do not control these cookies, so please review their respective privacy policies:

- [Google Analytics Privacy Policy](#)
- [Facebook Data Policy](#)

5. Managing Cookies

You can control or disable cookies through your browser settings. However, blocking essential cookies may affect website functionality.

Browser Controls:

- **Chrome:** [Settings > Privacy & Security > Cookies](#)
- **Firefox:** [Options > Privacy & Security > Cookies](#)
- **Safari:** [Preferences > Privacy > Manage Website Data](#)

Opt-Out Tools:

- For targeted ads: [YourAdChoices \(US\)](#) or [EDAA \(EU\)](#)

6. Changes to This Policy

We may update this Cookie Policy as laws or technologies change. The "Last Updated" date at the top reflects the latest revisions.

7. Contact Us

For questions about this Cookie Policy, please contact us at:
Email: contact@theuniformstore.com.au