

Swift Performance — Cookie Policy

SWIFT PERFORMANCE

COOKIE POLICY

Issue date: May 2026

Swift Performance Pty Ltd (ABN 42 071 744 020) (“Swift Performance”, “we”, “us”, “our”) is committed to protecting your privacy and being transparent about how we collect and use information when you visit our website at **swiftperformance.com** and related web properties (collectively, the “Site”).

This Cookie Policy explains what cookies are, how we use them, and how you can control or disable them. It should be read alongside our Privacy Policy, which provides broader information about how we handle personal data.

1. What Are Cookies?

Cookies are small text files that are stored on your device (computer, tablet or mobile phone) when you visit a website. They allow the website to recognise your device, remember your preferences, and improve your experience over time.

Cookies do not typically contain personally identifiable information on their own, but they may be linked to personal information that you have provided to us.

Similar tracking technologies — such as web beacons, pixels, and local storage objects — work in comparable ways and are also covered by this policy.

2. Who Sets Cookies on Our Site?

Cookies on the Swift Performance Site are set either by us (“first-party cookies”) or by third-party services that we use to operate and improve our Site (“third-party cookies”). Where third parties set cookies, their privacy and cookie policies govern the use of that information.

3. Categories of Cookies We Use

3.1 Strictly Necessary Cookies

These cookies are essential for the Site to function correctly. They enable core features such as page navigation, security, and access to restricted areas. The Site cannot function properly without them.

You cannot opt out of strictly necessary cookies, as they are required for the Site to operate.

Examples of use: session management, security tokens, load balancing.

3.2 Performance and Analytics Cookies

These cookies collect information about how visitors use our Site — for example, which pages are visited most often, how long visitors spend on each page, and whether visitors receive error messages. The information is aggregated and anonymous; it does not identify individual visitors.

We use this data to improve how the Site works and to understand which content is most useful to our customers and prospects.

Examples of use: page view counts, referral source tracking, error reporting.

Third-party tools we may use for analytics include Google Analytics. For information on how Google processes data collected through these cookies, please refer to Google's Privacy Policy at policies.google.com/privacy.

3.3 Functional Cookies

Functional cookies allow the Site to remember choices you make — such as your region or language preference — and provide enhanced, personalised features. They may also be used to provide services you have requested, such as watching a video or remembering your contact details in a form.

The information these cookies collect may be anonymised, and they cannot track your browsing activity on other websites.

Examples of use: remembering user preferences, form pre-fill, video player settings.

3.4 Marketing and Targeting Cookies

These cookies are used to deliver advertisements and content that are relevant and engaging to you. They may be set by us or by third-party advertising partners and are used to build a profile of your interests based on your browsing activity. This profile is used to show you targeted advertising on our Site and on other websites.

We only use marketing cookies where we have a lawful basis for doing so, which in most cases means obtaining your prior consent.

Examples of use: remarketing campaigns, social media pixel tracking, conversion measurement.

Third-party platforms that may set marketing cookies include Google Ads and Meta (Facebook/Instagram). Please refer to their respective privacy policies for details on data handling.

4. Cookies We Currently Set

Cookie Name	Category	Purpose	Duration
__ga	Analytics	Google Analytics — distinguishes users	2 years
__ga_*	Analytics	Google Analytics — session tracking	2 years
__gid	Analytics	Google Analytics — distinguishes users	24 hours
__gat	Analytics	Google Analytics — throttles request rate	1 minute
cookieconsent_status	Necessary	Remembers your cookie consent choice	1 year
PHPSESSID / session	Necessary	Maintains your active session	Session

This table is indicative and may be updated from time to time as our services evolve.

5. How to Manage and Control Cookies

5.1 Cookie Consent Banner

When you first visit the Site, you will be presented with a cookie consent banner. You may accept all cookies, reject non-essential cookies, or customise your preferences by category. You can change your preferences at any time by clearing your browser cookies and revisiting the Site, which will present the banner again.

5.2 Browser Settings

You can control and delete cookies through your browser settings. Most browsers allow you to:

- View the cookies stored on your device
- Block cookies from being set
- Delete all or selected cookies

Instructions for managing cookies in common browsers:

- **Google Chrome:** Settings → Privacy and Security → Cookies and other site data
- **Mozilla Firefox:** Options → Privacy & Security → Cookies and Site Data
- **Apple Safari:** Preferences → Privacy → Manage Website Data
- **Microsoft Edge:** Settings → Cookies and site permissions → Cookies and site data

Please be aware that restricting cookies may affect the functionality of our Site. Strictly necessary cookies cannot be disabled without impacting core Site operation.

5.3 Opting Out of Analytics

You can opt out of Google Analytics tracking across all websites by installing the Google Analytics Opt-out Browser Add-on, available at tools.google.com/dlpage/gaoptout.

5.4 Opting Out of Interest-Based Advertising

If you wish to opt out of interest-based advertising from participating advertisers, you can do so through:

- **Your Online Choices (AU):** youronlinechoices.com.au
 - **Network Advertising Initiative:** optout.networkadvertising.org
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6. Legal Basis for Using Cookies

We rely on the following legal bases for setting cookies:

- **Strictly necessary cookies:** Legitimate interests in operating a functional, secure website. No consent is required.
- **Analytics, functional, and marketing cookies:** Your consent, obtained through our cookie consent banner in accordance with the requirements of the Australian Privacy Act 1988 (Cth) and, where applicable, the EU General Data Protection Regulation (GDPR).

We do not rely on implied or pre-ticked consent for non-essential cookies.

7. International Users

If you are accessing the Site from outside Australia, please be aware that your information may be transferred to and processed in Australia. By using the Site, you consent to this transfer.

For users in the European Economic Area (EEA) or United Kingdom, we comply with the GDPR and UK GDPR requirements for cookie consent and data processing.

8. Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in technology, legislation, our operations, or for other operational, legal, or regulatory reasons. When we make changes, we will update the issue date at the top of this document and, where appropriate, notify you via the Site.

We encourage you to review this policy periodically to stay informed about how we use cookies.

9. Contact Us

If you have any questions or concerns about this Cookie Policy or our use of cookies, please contact us:

Swift Performance Pty Ltd ABN 42 071 744 020

Email: sales@swiftperformance.com **Phone:** +61 (07) 2111 8119 **Website:** swiftperformance.com

For privacy-related enquiries, please refer to our Privacy Policy or contact us at the details above.

This Cookie Policy was prepared for Swift Performance Pty Ltd by its legal team and is intended for informational purposes. It does not constitute legal advice. For specific legal guidance, please consult a qualified Australian legal practitioner.