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**PUBLIC DOCUMENT**

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**COOKIE POLICY***www.transportationme.au | www.transportationme.com.au*

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Brisbane, Queensland, Australia

ACN 693 613 722 | ABN 90 693 613 722

**TRANSPORTATION ME PTY LTD**

<b>Document Type:</b>	Cookie Policy — Website and Platform
<b>Version:</b>	1.0
<b>Effective Date:</b>	26 February 2026
<b>Issued By:</b>	Transportation Me Pty Ltd (ACN 693 613 722)
<b>Applies To:</b>	All visitors and users of <a href="http://www.transportationme.au">www.transportationme.au</a> and <a href="http://www.transportationme.com.au">www.transportationme.com.au</a>
<b>Governing Law:</b>	Queensland, Australia
<b>Associated Docs:</b>	Privacy Policy, Terms & Conditions, Website Terms of Use
<b>Classification:</b>	Public Document
<b>Review Cycle:</b>	Annual or upon material change to cookie usage or applicable law

## 1. Definitions and Interpretation

1.1 In this Policy, unless the context otherwise requires:

“**ACL**” means the Australian Consumer Law as set out in Schedule 2 of the Competition and Consumer Act 2010 (Cth), as amended from time to time.

“**Analytics Cookie**” means a cookie that collects information about how visitors use the Website, including pages visited, time spent, traffic sources, and user behaviour, for the purpose of improving Website performance and user experience.

“**Company**” means Transportation Me Pty Ltd (ACN 693 613 722; ABN 90 693 613 722).

“**Cookie**” means a small text file placed on a user’s device by a website, which stores information about the user’s browsing session, preferences, and interactions. Cookies may be first-party cookies (set by the Website directly) or third-party cookies (set by external services operating on or through the Website).

“**Cookie Consent Banner**” means the consent interface displayed to users upon first visiting the Website, through which users may accept, decline, or manage cookie preferences.

“**Essential Cookie**” means a cookie that is strictly necessary for the Website or Platform to function and cannot be switched off in the Company’s systems. Essential Cookies do not require consent but are disclosed in this Policy.

“**Marketing Cookie**” means a cookie used to track users across websites for the purpose of displaying relevant advertising, measuring advertising effectiveness, or building user profiles for targeted marketing.

**“Personal Information”** has the meaning given in the Privacy Act 1988 (Cth) and includes any information or an opinion about an identified individual, or an individual who is reasonably identifiable.

**“Platform”** means the Company’s digital applications, booking systems, and all associated technology interfaces, including any mobile application operated by or on behalf of the Company.

**“Policy”** means this Cookie Policy, as amended from time to time.

**“Session Cookie”** means a temporary cookie that is deleted from the user’s device when the browser session ends.

**“Third-Party Cookie”** means a cookie set by a domain other than the Website, typically by a third-party service provider integrated into the Website, such as analytics, payment processing, or social media platforms.

**“Persistent Cookie”** means a cookie that remains on the user’s device for a defined period after the browser session ends, or until the user deletes it.

**“User”** means any person who visits, accesses, or uses the Website or Platform.

**“Website”** means www.transportationme.au and www.transportationme.com.au and all associated subdomains and pages.

1.2 In this Policy: the singular includes the plural and vice versa; headings are for convenience only; a reference to legislation includes amendments; a reference to “including” means including without limitation.

## 2. About This Policy

2.1 This Cookie Policy explains what cookies are, how Transportation Me Pty Ltd uses cookies on its Website and Platform, what categories of cookies are in use, and how Users can manage or control their cookie preferences.

2.2 This Policy should be read in conjunction with the Company’s Privacy Policy, which sets out how the Company collects, uses, stores, and discloses Personal Information generally. Where a cookie collects Personal Information, the Privacy Policy applies to that information.

2.3 By continuing to use the Website after the Cookie Consent Banner has been displayed, or by clicking “Accept” or equivalent on the Cookie Consent Banner, the User consents to the use of non-essential cookies as described in this Policy. Users may withdraw or adjust their consent at any time in accordance with clause 8.

2.4 This Policy is a public document and applies to all visitors and users of the Website, regardless of location.

## 3. What Are Cookies

3.1 Cookies are small text files that a website places on a user’s device (computer, tablet, smartphone, or other internet-enabled device) when the user visits the website. Cookies are widely used to make websites work correctly, to improve user experience, and to provide information to the website operator.

3.2 Cookies can be:

- (a) Session Cookies — temporary files deleted automatically when the browser is closed;
- (b) Persistent Cookies — files that remain on the device for a set period or until manually deleted; or
- (c) Third-Party Cookies — files placed by external services operating on or through the Website, such as analytics or payment providers.

3.3 Cookies may collect information such as the User’s IP address, device type, browser type, operating system, pages visited, time and date of visits, referring URL, and interactions with the Website. Where this information constitutes Personal Information, it is handled in accordance with the Privacy Policy.

3.4 Cookies do not typically contain information that directly identifies a User by name. However, in combination with other data held by the Company or a third party, cookie data may be capable of identifying an individual.

## 4. Categories of Cookies Used

4.1 The Company uses the following categories of cookies on its Website and Platform:

### (a) Essential Cookies

4.2 Essential Cookies are strictly necessary for the Website and Platform to operate. Without these cookies, core functions such as navigation, account access, booking processes, and payment processing cannot work. Essential Cookies do not require the User's consent and cannot be disabled through the Cookie Consent Banner. However, Users may disable them through browser settings, which may cause parts of the Website to stop functioning.

Cookie / Provider	Purpose	Type	Duration
Session ID	Maintains user session state and authentication across pages	Essential — Session	Session
CSRF Token	Protects against cross-site request forgery attacks	Essential — Session	Session
Load Balancer	Ensures consistent server routing for user sessions	Essential — Session	Session
Cookie Consent	Stores the user's cookie consent preferences	Essential — Persistent	12 months
Stripe (Payment)	Facilitates secure payment processing and fraud detection	Essential — Third Party	Session / Varies

### (b) Analytics Cookies

4.3 Analytics Cookies help the Company understand how visitors use the Website — which pages are visited most often, how long users stay, where they come from, and where they exit. This data is used in aggregate and anonymised form to improve the Website's performance, content, and user experience. Analytics Cookies require the User's consent and can be disabled through the Cookie Consent Banner.

Cookie / Provider	Purpose	Type	Duration
Google Analytics (_ga)	Distinguishes unique users and tracks sessions across pages	Analytics — Persistent — Third Party	2 years
Google Analytics (_ga_*)	Maintains session state for Google Analytics 4	Analytics — Persistent — Third Party	2 years
Google Analytics (_gid)	Distinguishes users across a 24-hour session	Analytics — Persistent — Third Party	24 hours
Google Analytics (_gat)	Throttles request rate to Google Analytics	Analytics — Session — Third Party	1 minute

### (c) Marketing and Advertising Cookies

4.4 Marketing Cookies are used to track Users across websites and to display relevant advertising content based on browsing behaviour. These cookies may be set by the Company or by third-party advertising networks. Marketing Cookies require the User's consent and can be disabled through the

Cookie Consent Banner. Disabling Marketing Cookies will not prevent advertising from appearing, but advertising shown may be less relevant to the User.

Cookie / Provider	Purpose	Type	Duration
Meta Pixel (_fbp)	Tracks conversions and builds advertising audiences for Facebook and Instagram	Marketing — Persistent — Third Party	90 days
Google Ads (IDE)	Used by Google for targeted advertising and conversion tracking	Marketing — Persistent — Third Party	13 months
Google Ads (_gcl_au)	Measures advertising campaign effectiveness	Marketing — Persistent — Third Party	90 days

#### (c)(ii) Display and Programmatic Advertising

4.6 The Website may display third-party advertisements served through programmatic advertising networks including Google AdSense and the Google Display Network. Programmatic advertising involves the automated real-time buying and selling of advertising inventory. When a User visits the Website, advertising networks may conduct a real-time auction to determine which advertisement is shown, which may involve the use of cookies, device identifiers, and limited browsing data shared with multiple advertising partners and their technology providers. The Company does not have direct control over which specific advertisements are displayed or which third parties participate in any real-time bidding process. Users who do not wish to receive personalised advertisements may opt out through the Cookie Consent Banner or through the third-party opt-out mechanisms in clause 8. Opting out of personalised advertising does not remove all advertising from the Website — it means advertisements shown will not be tailored to individual browsing behaviour. The Company complies with the Interactive Advertising Bureau Australia guidelines and the Australian Digital Advertising Alliance AdChoices programme to the extent applicable.

#### (d) Third-Party Integration and Feature Cookies

4.5 Third-Party Integration Cookies are set by external services integrated into the Website to provide specific functionality, including payment processing (Stripe, Apple Pay), authentication (Sign in with Apple, Google), social media (Meta, Instagram, YouTube, TikTok), booking and calendar services, push notification infrastructure, and loyalty and membership management. The Company does not control third-party cookies and they are subject to the privacy and cookie policies of the respective providers. Users should review those policies independently.

Cookie / Provider	Purpose	Type	Duration
Stripe	Fraud prevention and secure payment processing	Essential — Third Party	Varies
Google Maps	Enables embedded maps and location functionality	Functional — Third Party	Session / Persistent
Facebook / Meta	Enables social sharing buttons and Meta Pixel tracking	Marketing — Third Party	Varies
Instagram	Enables embedded content and social interaction features	Functional / Marketing — Third Party	Varies

4.7 BOOKING WIDGET AND CALENDAR. Cookies associated with the Website's booking and scheduling functionality maintain the User's session state, selected services, date and time preferences,

and booking progress across the booking flow. These cookies are necessary for the booking process to function and may persist for a short period to allow the User to return to an incomplete booking.

4.8 LOYALTY AND MEMBERSHIP PORTAL. Where the User accesses the Company's loyalty or membership portal, cookies maintain the User's login session, display their current points balance, track rewards eligibility, and personalise the membership experience. These cookies are functional and necessary for the portal to operate. They do not track Users across third-party websites.

## 5. Cookies and Personal Information

5.1 Some cookies used on the Website may collect or process Personal Information. Where this occurs, the Company handles that information in accordance with the Privacy Act 1988 (Cth), the Australian Privacy Principles, and the Company's Privacy Policy.

5.2 Analytics and Marketing Cookies operated by third-party providers (such as Google and Meta) may transfer data to servers located outside Australia. The Company relies on the privacy frameworks and data transfer mechanisms of those providers and recommends Users review their respective privacy policies.

5.3 The Company does not sell Personal Information collected through cookies to third parties and does not use cookie data for purposes unrelated to the Website's operation, improvement, and legitimate marketing activities.

5.4 Where a User exercises their right to access, correct, or request deletion of Personal Information under the Privacy Act 1988 (Cth), the Company will address that request in accordance with the Privacy Policy. Users may also contact the Company directly using the contact details in clause 11.

## 6. Legal Basis for Cookie Use

6.1 The Company's use of cookies is based on the following grounds:

- (d) Essential Cookies — used on the basis of necessity for the performance of the service requested by the User and the legitimate interests of the Company in operating a secure and functional website;
- (e) Analytics Cookies — used on the basis of the User's consent, obtained through the Cookie Consent Banner; and
- (f) Marketing Cookies — used on the basis of the User's consent, obtained through the Cookie Consent Banner.

6.2 Where consent is the basis for cookie use, the User has the right to withdraw consent at any time without affecting the lawfulness of processing based on consent before its withdrawal. Withdrawal of consent can be effected through the methods described in clause 8.

6.3 The Company operates in Australia and its cookie practices are primarily governed by the Privacy Act 1988 (Cth), the Australian Privacy Principles, and applicable Australian Consumer Law. Where Users access the Website from jurisdictions with additional cookie consent requirements (such as the European Union), the Company endeavours to meet those requirements through its Cookie Consent Banner.

## 7. Duration of Cookie Storage

7.1 Cookies vary in how long they remain on a User's device:

- (g) Session Cookies are deleted automatically when the User closes their browser or ends their session;
- (h) Persistent Cookies remain on the device for the period specified in the cookie itself, or until the User manually deletes them; and
- (i) Third-Party Cookies are governed by the retention periods set by the relevant third-party provider.

7.2 The approximate duration of each cookie used by the Company is set out in the tables in clause 4. These durations are indicative and may be subject to change by third-party providers.

## 8. Managing and Controlling Cookies

8.1 **COOKIE CONSENT BANNER.** When a User first visits the Website, a Cookie Consent Banner is displayed. Through the banner, the User may accept all cookies, accept essential cookies only, or customise their preferences by category.

8.2 The User's cookie preferences are stored in a consent cookie and applied to all subsequent visits until the User changes their preferences or clears their browser data.

8.3 **UPDATING PREFERENCES.** A User may update their cookie preferences at any time by:

- (j) clicking the "Cookie Settings" or equivalent link on the Website; or
- (k) clearing cookies through their browser settings, which will reset the Cookie Consent Banner on the next visit.

8.4 **BROWSER CONTROLS.** Users may manage, block, or delete cookies directly through their browser settings. The method varies by browser:

- (l) Google Chrome: Settings → Privacy and Security → Cookies and Other Site Data;
- (m) Mozilla Firefox: Options → Privacy & Security → Cookies and Site Data;
- (n) Safari: Preferences → Privacy → Manage Website Data; and
- (o) Microsoft Edge: Settings → Cookies and Site Permissions.

8.5 Blocking or deleting Essential Cookies through browser settings may affect the functionality of the Website and Platform, including the ability to make bookings, access accounts, or process payments. The Company accepts no liability for any reduction in functionality resulting from the User's cookie management choices.

8.6 **THIRD-PARTY OPT-OUTS.** Users may opt out of specific third-party cookies directly through those providers: Google Analytics (<https://tools.google.com/dlpage/gaoptout>); Google Ads (<https://adssettings.google.com>); Meta/Facebook (<https://www.facebook.com/ads/preferences>); TikTok (<https://www.tiktok.com/legal/page/row/privacy-policy/en>); and general advertising opt-out (<https://www.youronlinechoices.com.au>).

## 9. Do Not Track Signals

9.1 Some browsers include a "Do Not Track" (DNT) feature that signals to websites that the user does not wish to be tracked. There is currently no consistent industry standard for responding to DNT signals in Australia. The Company does not currently alter its data collection practices in response to DNT signals. Users who do not wish to be tracked should manage their cookie preferences through the Cookie Consent Banner or browser settings as described in clause 8.

## 10. Push Notifications

10.1 The Website offers Users the option to subscribe to push notifications. Push notifications are messages sent directly to a User's browser or device, even when the User is not actively browsing the Website. Push notification subscriptions are managed through browser permission settings and are distinct from cookies, although a cookie may be used to record the User's subscription status and preferences.

10.2 Push notifications are entirely opt-in. No push notifications will be sent without the User's express prior consent, obtained through a browser permission prompt. Users may withdraw consent and unsubscribe at any time by adjusting their browser notification settings (typically under Settings > Privacy and Security > Notifications) or by clicking an unsubscribe option within any notification received.

10.3 Where a third-party push notification service provider is used, that provider may set cookies or use other tracking technologies in connection with the notification service, subject to their own privacy and cookie policies.

## 11. Changes to This Policy

10.1 The Company may update this Cookie Policy at any time to reflect changes in cookie usage, technology, legal requirements, or business practices. The updated version will be published on the Website with a revised effective date.

10.2 Where changes are material, the Company will notify Users by displaying a notice on the Website or resetting the Cookie Consent Banner to obtain fresh consent for any new categories of cookies.

10.3 Continued use of the Website following publication of an updated Policy constitutes acceptance of the revised Policy.

## 12. Contact and Complaints

11.1 If you have any questions, concerns, or complaints about this Policy or the Company's use of cookies, please contact us:

Transportation Me Pty Ltd

Brisbane, Queensland, Australia

Website: [www.transportationme.au](http://www.transportationme.au) | [www.transportationme.com.au](http://www.transportationme.com.au)

11.2 If you are not satisfied with the Company's response to a privacy or cookie-related complaint, you may contact the Office of the Australian Information Commissioner (OAIC) at [www.oaic.gov.au](http://www.oaic.gov.au).

## 13. General Provisions

12.1 GOVERNING LAW. This Policy is governed by and construed in accordance with the laws of Queensland, Australia. Users submit to the non-exclusive jurisdiction of the courts of Queensland.

12.2 RELATIONSHIP WITH PRIVACY POLICY. This Policy supplements and is to be read alongside the Privacy Policy. Where there is any inconsistency between this Policy and the Privacy Policy in relation to Personal Information, the Privacy Policy prevails.

12.3 SEVERABILITY. If any provision of this Policy is found to be invalid, void, or unenforceable, that provision is severed and the remaining provisions continue in full force and effect.

12.4 ACL COMPLIANCE. Nothing in this Policy excludes, restricts, or modifies any right or remedy available to any person under the ACL or any other non-excludable legislation.

12.5 ELECTRONIC TRANSACTIONS. This Policy may be accepted and communicated by electronic means in accordance with the Electronic Transactions (Queensland) Act 2001 (Qld) and the Electronic Transactions Act 1999 (Cth).

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*This Policy was authorised and published by resolution of the director(s) of Transportation Me Pty Ltd (ACN 693 613 722). It takes effect from 26 February 2026 and applies to all visitors and users of the Website from that date. No signature is required. Acceptance occurs by continued use of the Website following display of the Cookie Consent Banner.*

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