

Cookie Notice

Website: <https://www.squiddigital.com.au>

Last updated: 19th May 2026

1. About this Cookie Notice

This Cookie Notice explains how Squid Digital uses cookies, tracking pixels and similar technologies on our website.

It should be read together with our Privacy Policy and Website Terms of Use.

By using our website, you acknowledge that we may use cookies and similar technologies as described in this notice.

2. What are cookies?

Cookies are small text files placed on your device when you visit a website.

They help websites work properly, remember preferences, understand visitor behaviour, improve performance and support marketing or analytics activity.

Cookies may be set by the website you are visiting or by third-party tools used on that website.

3. What are tracking pixels?

Tracking pixels are small pieces of code that may be used to collect information about how visitors interact with a website or digital campaign.

They are often used by platforms such as Google, Meta, LinkedIn or other advertising and analytics providers.

Tracking pixels may help us understand whether website visitors have viewed a page, submitted a form, clicked an ad, or interacted with our website after seeing marketing content.

4. Types of cookies we may use

Essential cookies are required for the website to operate properly and may support page loading, website security, form submissions, spam prevention, session management and basic website functionality.

Performance and analytics cookies help us understand how visitors use our website, including which pages are visited, how long visitors stay, how visitors arrived, which content is useful, whether errors occur, and how the website performs across devices and browsers.

Marketing and advertising cookies may help us measure, improve or personalise our marketing activity, including advertising performance, campaign attribution, remarketing audiences and relevance of advertising.

Functionality cookies may help the website remember choices or provide enhanced functionality, such as embedded videos, maps, booking tools, chat tools, CRM forms, social media embeds or website preferences.

5. Why we use cookies

We may use cookies and similar technologies to operate and secure our website, improve website performance, understand visitor behaviour, measure marketing effectiveness, improve our content and services, respond to enquiries, support forms and downloads, and deliver more relevant marketing or advertising.

6. Third-party tools

Some cookies and tracking technologies may be placed by third-party providers whose tools are used on our website.

These may include providers for analytics, advertising, CRM and enquiry forms, email marketing, project booking, video hosting, maps, website security, social media and website performance monitoring.

These third parties may collect information directly from your browser or device. Their use of information is governed by their own privacy policies and terms.

7. Personal information and cookies

Some information collected through cookies or tracking pixels may be considered personal information under Australian privacy law, particularly where it can identify you or be combined with other information.

We manage personal information in accordance with our Privacy Policy.

We aim to use tracking technologies in a reasonable and proportionate way, and we do not intend to collect sensitive information through cookies or tracking pixels.

8. Managing cookies

You can control or delete cookies through your browser settings. Most browsers allow you to block cookies, delete existing cookies, receive a warning before cookies are stored, block third-party cookies, and manage site-specific cookie settings.

If you block or delete cookies, some parts of our website may not work as intended.

You may also be able to manage advertising preferences directly through platforms such as Google, Meta or LinkedIn.

9. Marketing communications

Cookies and tracking technologies may support marketing activity, but we do not intend to add people to marketing email lists simply because they visit our website.

Where we send marketing emails or electronic messages, we aim to comply with Australian spam laws, including consent, sender identification and unsubscribe requirements.

10. Changes to this Cookie Notice

We may update this Cookie Notice from time to time. The updated version will be published on this website with a revised Last updated date.

11. Contact us

If you have questions about this Cookie Notice or how Squid Digital uses cookies and tracking technologies, please contact us at hello@squiddigital.com.au. Website: <https://www.squiddigital.com.au>.