

RTÉ Cookie Policy for Children's Online Services

September 2015

1. Introduction

We know you take your and your children's privacy seriously. As a result, we collect very limited information in connection with our online services directed at children such as RTÉjr and Swipe TV (our "**children's online services**").

This cookie policy explains how and why we use cookies and other technologies in connection with our children's online services.

By using, or allowing your child to use, our children's online services, you are agreeing to the use of cookies and other similar technologies for the purposes we describe in this policy. Please do not let your children use our children's online services or install our apps if you do not agree with this cookie policy.

2. Does RTÉ use cookies?

Yes.

We don't use cookies for targeted advertising in connection with our children's online services.

However, we do use cookies and other technologies (such as pixels, tags, Adobe Flash technology and/or SDKs) for other reasons connected with our children's online services, such as ensuring users have the best possible experience and tailoring our content (e.g. videos, cartoons and games) on our children's online services and children's TV programmes to match what children want.

3. Why are cookies used on our children's online services?

Cookies can be used to do lots of different things. For instance, they enable our systems to recognise your device either for the duration of your visit or for repeat visits, letting you navigate between pages efficiently, storing login information, and generally improving your and/or your child's experience of our children's online services. It can also enable us to identify your device's location.

We don't use cookies for targeted advertising in connection with our children's online services.

See here more information about what we do use cookies and other technologies for:

<p>Authentication</p>	<p>If you are signed into an account on our children's online services, cookies help us show you the right information and personalise your experience.</p>
<p>Preferences, features achievements and services</p>	<p>We use cookies to record information about your activity whilst using our website and apps, such as when you mark or identify any favourites or achieve any awards from any online games. We may then use this information to personalise your experience when you sign into or register for an account.</p>
<p>Security</p>	<p>We use cookies to enable and support our security features, to assist users with logging in, for example by autopopulating certain login credentials and to help us detect malicious activity and violations of our terms of use.</p>
<p>Performance and analytics</p>	<p>We use cookies to log information about when your device accesses and uses our website and apps (e.g. time / date app is opened and closed, what content was viewed, play data (e.g. how long you spend streaming) and duration of the session. We use this information for aggregated statistical analysis to enhance and improve the quality of our children's online services and to identify popular content for the purposes of our children's online services as well as our children's TV programmes.</p>
<p>Geoblocking</p>	<p>We may verify the location of your device while you are using our children's online services and, where you are using our children's apps, your appstore registered credit or debit card. This is because the owners of certain content (e.g. videos, cartoons and games) have imposed territorial restrictions on their use and viewing. We may accordingly block your usage of content in some cases based upon this information.</p>

4. What is a cookie?

A cookie and other similar technologies are a small file consisting of letters and numbers that is placed on your device and that enables certain features and functionalities of our children's online services and enables us to collect information from or about your device.

These technologies may collect your device identifier (IDFA), play data (e.g. how long you spend streaming), app usage, IP address or other information from or in respect of your device (such as the device's model number, operating system, browser type and language and software versions) as well as the device's location (such as GPS data, MAC address, zip code, and time zone) and mobile network information or platform information.

When we refer to "**cookies**" in this policy, we also mean other similar technologies such as pixels, tags, Adobe flash technology and/or SDKs.

We don't use this information for targeted advertising.

5. Who places cookies when I use the children's online services?

Nearly all of the cookies placed when you or your child use our children's online services are "first party cookies". This means that these cookies are placed and read by us directly.

Certain cookies are placed by trusted partners chosen by us. These cookies are known as "third party cookies". They are cookies that are not set by us, but rather are set by other companies with our permission. For example, we use a third party analytics company, ComScore, which sets its own cookie in order to perform this service.

You should read our trusted partners' privacy policies to ensure you are comfortable with how they use cookies. You can find "RTÉ's Children's Online Services and Our Partners" at www.rte.ie/childrenspolicy. We do not link to third party websites here for the protection of your children.

6. What types of cookies do we use?

We use two types of cookies: persistent cookies and session cookies.

A persistent cookie helps us recognise you as an existing user, so it's easier for you or your child to return to our children's online services without having to sign into your account. Session cookies only last for as long as the session (usually the current visit to a web site or a browser session).

We also use Adobe Flash technology. Adobe Flash is a technology that can provide cookie equivalent functionality and is capable of storing information on your device. This information is often stored in a different file to other cookies. This means it has to be managed and deleted in a different way. We explain in section 7 below how you can do this.

7. Do I have to agree to the use of cookies?

No.

Some people don't like the idea of an online service storing information on their device.

Your device or browser may enable you to control the collection of data from your device – see your device and browser instructions for more information in this respect. It is also possible to block some or all cookies, or even to delete cookies that have already been set. See how to do this here.

You can find out more about how to see what cookies have been set and how to manage them by reviewing the aboutcookies.org website.

However, when you install our apps, SDKs, which are like cookies, are installed. You cannot deactivate an SDK. Consequently, do not install our apps if you are not happy with the use of SDKs.

You may not be able to remove Adobe Flash technology (also called "locally stored objects" or "LSOs") through your device or browser. You can restrict or block Adobe Flash LSOs through the Adobe website. A link to this website is provided on the page entitled 'Our Children's Online Services and Our Partners' as described in Section 5 above. As with any cookie, if you do restrict flash LSOs, there may be some features you aren't able to use.

If you use, or allow your children to use, our children's online services, we'll assume that you're happy to receive all cookies and other technologies placed on our children's online services or your device. Please note that our children's online services may not work properly without cookies.

8. Cookies we don't control

Some cookies or similar technologies that have been set on our websites are not related to RTÉ or our partners. When you visit a page with content embedded from, for example, YouTube or Facebook or social media widgets like the Facebook like button, these companies may use their own cookies or similar technologies.

We do not control the use of these cookies and similar technologies and cannot access them due to the way that these technologies work, as they can only be accessed by the person who originally set them. You should check the third party websites for more information about these cookies and similar technologies.

9. Changes to our cookie policy

From time to time, we may need to change this cookie policy.

If we do so, we will post an updated version of our cookie policy on our relevant children's websites or we may notify you through our children's online services or by email. The revised cookie policy will apply to all of your information held by us at the time. We may choose to notify you of any changes via email, through our apps or posting on our website.

10. Contacting us

If you have any questions, comments and requests regarding this cookie policy, please contact us at swipetv@rte.ie.