

Information Collected by our Marketing Service provider - Ekwa

When visiting the Smile in Style Website the following information is collected.

- The date and time of your visit to the site
- The pages you accessed and documents downloaded
- The previous site you visited
- The website which referred you to the site (Example you saw a link posted on abc.com and you clicked on it to visit www.smileinstyle.com.au, we track abc.com as the referring website)
- The type of browser you are using -Your location (City, State) -Ekwa may collect from Google Analytics more or less information for visitors which Google Analytics accepts as acceptable information to store.
- Search term used to visit the website
- Which page you last visited

How do we use your information?

Our Marketing Service Provider Ekwa provides some of this information to us in a monthly report.

This non-identified information is used to monitor usage patterns on our site in order to improve navigation and design features - helping you to get information more easily. We will not make an attempt to identify users or their browsing activities. However, in the unlikely event of an investigation, a law enforcement agency or other government agency may exercise its legal authority to inspect our Internet Service Provider's logs, and thus gain information about users and their activities.

Use of Cookies on the Smile In Style Website

The site does not set or store any cookies which we (site owners) can later use. However Google analytics does store cookies even after the browser is closed again. This is something which Google does but even if Google has access to that information we cannot know what a user does outside visiting our website.

Here is the full policy of Google. If you read through this you will see even though Google tracks the user IP, that information is not shared with us because if Google did not conform to privacy laws then Google would not be the top search engine in the world.

http://www.google.com/intl/en_uk/analytics/privacyoverview.html

This web site only uses session cookies and only during a search query of the web site. Our Marketing Service Provider (Ekwa) has assured us that no cookies are employed on this web site except for those associated with the search engine. The web site statistics for this site are generated from the web logs as outlined above.

Upon closing your browser the session cookie set by this web site is destroyed and no personal information is maintained which might identify you should you visit our web site at a later date.

Cookies can either be persistent or session based. Persistent cookies are stored on your computer, contain an expiry date, and may be used to track your browsing behavior upon return to the issuing web site. Session cookies are short lived, are used only during a browsing session, and expire when you quit your browser.