

Cookie Statement

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Cookie Statement

This Cookie Statement supplements our Privacy Policy and explains how Marlau Nominees Pty. Ltd. ACN 056 365 327 (together with its subsidiaries, associated entities, any trust for which acts as trustee, and any entity later acquired or incorporated) (Paramount, we, our or us) use cookies and similar technologies on our website at www.paramountliquor.com.au (Website). By using our Website, you consent to the use of cookies in accordance with this Statement.

What Are Cookies?

A cookie is a small data file stored on your device that records how you use our Website — for example, the pages you have viewed or the terms you have searched. Cookies may be set by us (first-party) or by third parties (third-party).

Types of Cookies We Use

We use the following cookies:

a. Essential Cookies

These cookies are necessary to operate our Website, enabling core functions such as security, network management and accessibility. Without them, some features may not work properly.

b. Performance and Analytics Cookies

These cookies tell us how visitors use our Website — which pages are visited most often and where users encounter errors. We use this to improve performance and usability. They do not directly identify you.

c. Functionality Cookies

These cookies remember choices you make, such as language or region, to provide enhanced, personalised features. They also support services you request, such as playing a video or commenting on a blog.

d. Advertising and Targeting Cookies

These cookies deliver advertising relevant to your interests, limit how often you see an advertisement and measure campaign effectiveness. They may be set by us or by third-party advertising networks.

e. Social Media Cookies

These cookies let you share our content on social media platforms and may track your activity there. They are set by third-party social media providers.

How We Use Cookies

We use cookies to understand how users access, use and interact with our Website. We use Google Analytics to track and analyse visitor behaviour data, and Microsoft Clarity to capture and analyse user behaviour through heatmaps and session replay to improve Website functionality, user experience and the effectiveness of our content and marketing.

When you visit our Website, social media pages or mobile applications, or click our advertisements on other companies' media, we may collect information about you using technology that is not apparent to you.

This may include device information, browsing behaviour, clicks, scrolling, navigation paths and approximate location. We may also use cookies to enable a "remember me" option that logs you in automatically on your next visit.

By continuing to use our Website without disabling cookies in your browser settings, you consent to our use of cookies as described in this Statement. You can manage your preferences at any time through your browser settings.

Managing Cookies

Most browsers let you view, delete or block cookies, and set preferences for particular websites. Disabling cookies may affect how our Website functions and your access to certain features.

Cookie preferences are managed through your browser settings. We do not display a cookie banner or provide an on-site cookie preferences tool, so your browser settings are the means by which you control cookies on our Website, and you can change those settings at any time. Essential cookies are always active because they are necessary for core functionality and security. All other cookies — including those that support your privacy choices, remember your preferences, help us understand usage and trends, and support marketing and advertising — are optional, are set unless you block or delete them through your browser settings, and may be set by us or by third parties supporting those purposes.

You can change your cookie preferences at any time through your browser settings, including by blocking or deleting cookies generally or for particular websites. Instructions are available in the help or privacy section of your browser.

Third-Party Cookies

Some cookies on our Website are set by third parties, such as analytics providers, advertising networks, and social media platforms. These parties may collect information

about your activity over time and across different websites. We do not control third-party cookies; please review those parties' privacy policies.

Legal Compliance

We comply with the Privacy Act 1988 (Cth) and the Australian Privacy Principles in our use of cookies and our collection, storage and handling of personal information. See our Privacy Policy for further detail.

Updates to This Cookie Statement

We may update this Cookie Statement to reflect changes in technology, legal requirements or our operations. Updates will be posted on this page with a revised "Last Updated" date. Please review it periodically.

Contact Us

For questions about this Cookie Statement or our use of cookies, contact:

The Privacy Officer:

In writing: Paramount Liquor

54 Hunter Road

DERRIMUT VIC 3026

By email: info@paramountliquor.com.au

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