

Cookie and Tracking Technologies Notice

Redfern Media | redfernmedia.com

Last Updated: August 17, 2026

This Notice explains how Redfern Media uses cookies, analytics, pixels, and similar technologies, including Google Analytics and Meta Pixel, and the choices available to you.

1. What Are Cookies and Similar Technologies?

Cookies are small data files stored on or accessed from your browser or device. Similar technologies include pixels, tags, local storage, software development tools, and other mechanisms that recognize a browser or device, record interactions, or help measure website and campaign activity.

2. Categories We Use

Category	Purpose	Choice
Strictly Necessary	Support core website functions, security, preference storage, form operation, and session management.	These technologies may be necessary for the website to function and generally cannot be disabled through the consent tool.
Analytics / Performance	Help us understand website usage, performance, traffic sources, and visitor interactions.	Where required, these technologies are used subject to your consent or applicable preference settings.
Advertising / Measurement	Measure advertising effectiveness and, where enabled, support campaign attribution, audience, or advertising functions.	Where required, these technologies are used subject to your consent and applicable opt-out rights.
Functional / Preference	Remember choices and provide enhanced website features.	Availability and controls depend on the specific technology and consent settings.

3. Google Analytics

Redfern Media uses or may use Google Analytics to measure and understand activity on our website. Google Analytics may collect or receive information such as IP address, browser and device information, approximate geographic information, referring pages, pages viewed, session activity, and interactions with website features. We use this information to understand website performance and improve our services and user experience.

Google may process information collected through Google Analytics in accordance with its own terms, privacy documentation, and the settings configured for the service.

4. Meta Pixel

Redfern Media uses or may use the Meta Pixel and related Meta technologies to measure website activity and advertising performance and, where enabled and permitted, support campaign attribution or audience-related functions. The Meta Pixel may send information such as IP address, browser and device information, pages viewed, referring information, actions taken on the website, and event or identifier data to Meta Platforms, Inc. or its affiliates.

Depending on how these technologies are configured and the law that applies to you, certain disclosures to Meta or other advertising platforms may be treated as a sale, sharing, or processing for targeted advertising under state privacy laws.

5. Your Consent and Preference Choices

Where our cookie consent manager is displayed, you may be able to choose among the following options:

- **Accept All:** permits the categories of optional technologies presented in the consent manager.
- **Reject Non-Essential:** declines optional technologies that are not required for core website functionality, subject to applicable technical limitations.
- **Manage Preferences:** allows you to make category-level choices about optional technologies.

You may change your preferences later through the cookie-preference control made available on the website, if present. Your selections may be stored in a cookie or similar mechanism so the website can remember your choices.

6. Global Privacy Control and State Opt-Out Rights

Where required by applicable law and technically applicable, Redfern Media recognizes browser-based opt-out preference signals such as Global Privacy Control ("GPC") as a request to opt out of covered sale or sharing of personal information through that browser or device. If you use multiple browsers or devices, you may need to enable the signal separately on each one.

Where state law provides a right to opt out of sale, sharing, or targeted advertising, we will provide an applicable opt-out mechanism or honor a recognized preference signal as required by law.

7. Browser Controls

Most browsers allow you to block, delete, or restrict cookies. Browser-level controls operate independently from our website consent manager. Disabling cookies may affect certain website features or the accuracy of analytics and preference functions.

8. Do Not Track

Some browsers transmit "Do Not Track" signals. Because there is no single universally accepted standard for responding to these signals, our website may not respond to Do Not Track in the same manner as GPC or other legally recognized opt-out preference signals.

9. Changes to This Notice

We may update this Notice to reflect changes in our technologies, providers, legal obligations, or business practices. The “Last Updated” date above shows when this Notice was most recently revised.

Contact Us

If you have questions about this document or would like to exercise a privacy right, contact Redfern Media using any of the following methods:

Email

support@redfernmedia.com

Phone

(512) 768-9779

Mail

Redfern Media
3419 Westminster Ave, Suite 367-G
Dallas, TX 75205