

# Men's Rugby World Cup Australia 2027 Ticket Website

## Cookies and Similar Technologies Policy

The purpose of this Cookies and Similar Technologies Policy (“**Cookies Policy**”) is to help you fully understand how and why cookies and other similar technologies are used (with your consent where applicable) on the RWC27 Ticket Website, including its pages, modules, services and platforms (together, the “**Website**”). That’s why we have provided this accessible and reader-friendly Cookies Policy for your reference.

In this Cookies Policy, we provide an overview of cookies and any applicable similar technologies and how they work, we outline the types of cookies and applicable similar technologies that we use on the Website, we confirm why we use them and we describe how you can manage your own preferences in relation to how we use cookies and similar technologies insofar as it relates to you.

We fully respect your right to privacy and any personal information which you volunteer or we collect and process will be treated with the highest standards of security and confidentiality by us, in accordance with all applicable data protection, e-privacy and electronic communications laws, principles and guidelines.

This Cookies Policy provides supplemental information on the data processing practices conducted via the Website in relation to cookies and similar technologies. For further information on personal data processing activities via the Website, please refer to and consult the Website [Privacy Statement](#).

### Cookies – An Overview

#### What exactly are cookies?

Cookies are small text files placed on your computer or device when you are browsing or using a website, such as the Website. There are different types and categories of cookies that may be used and different ways to classify cookies based on their purpose and function.

Some cookies are persistent, meaning that they remain on your computer or device for a certain period of time and are not deleted automatically when you close your browser – these cookies can then be read by a website on your subsequent visits to that website. Whilst other cookies may be session ID cookies – meaning they are deleted or expire when you close your internet browser. The information stored in a cookie may relate to your browsing habits on a website or web page, or may include a unique identification number so that a website can "remember" a visitor or user on their return visit. For the Website, we have outlined the expiration timelines for each of the cookie categories within the tables under the “Categories of Cookies” section below.

Where required, we rely on your express consent to our use of cookies on the Website. As outlined further below in this Cookies Policy, for any cookies requiring consent, you will have the option to accept or reject our use of cookies when visiting the Website. For any cookies used on the Website which require your consent, you can also review or change your cookie acceptance and/or preferences for the Website via the cookies pop-up that appears on the Website the first time you visit and/or by clicking on the cookies preferences link in the footer of the Website pages. The cookies pop-up screen may also appear at various times depending on when you enter the Website from time to time. Certain cookies are essential and do not require your consent (i.e. Strictly Necessary Cookies – see below).

#### Why are cookies used by websites?

Cookies are commonly used by websites to remember certain aspects of a visitor's current or previous website visit which can both make it easier to visit the site again and make the site more useful to the visitor. This could include information such as, the time a visitor has spent on a particular page, what language they prefer, login information or preferences chosen during each website visit. Websites commonly do this in order to improve or tailor current and future visits to the relevant website or other related websites. Cookies are also used for the purposes of website analytics, performance and tailored or targeted advertising.

Cookies are stored in your browser's cache (a temporary storage location on your computer or device for downloaded files) and allow a website or a third party to recognise your browser on subsequent visits. Most browsers support cookies but you can generally configure your computer or mobile device browser's settings locally to reflect your preferences in relation to accepting or rejecting cookies, including, in particular, how you wish to handle third-party cookies.

Certain cookies are necessary and essential to enable the Website to run and operate and as such, do not require your consent. These essential or strictly necessary cookies are as outlined below in this Cookies Policy.

### **First Party v Third Party Cookies**

Cookies that are set by us via the Website when you are visiting are called first-party cookies and only the Website can read such first-party cookies.

The Website may also enable and use third-party cookies which are cookies that are set by our third party partners. This may include our advertising and marketing partners (including ad platforms) who use third-party cookies to understand your interests and show you relevant advertisements on the Website and other third party websites. In this case, the cookies are set and read by a different website to the Website (i.e. a third party website). Your consent to the use of any such third-party cookies is also requested via the cookies pop-up and can be managed via the cookies preferences link in the footer of the Website.

## **Purpose**

Cookies are used on the Website to improve the way we interact with you or when they are essential to functionality and to improve the way the Website works. Where possible, we have aimed to avoid collecting your personal data via cookies. However, some performance, targeting and functional cookies required for providing personalised experiences will use personal data (e.g. IP address, unique identifiers) collected from you when visiting the Website. In addition, advertising and targeting cookies will require and use personal data and conduct profiling in certain cases.

The types of activities in respect of which we may use cookies include:

- Storing details that help you to manage your account login online;
- Finding out how people use the Website, such as how often they visit, which pages they go to, and which links they click on – to enable us to improve our services;
- Helping us to provide relevant information, such as details of products, services and other information that you may be interested in;
- Storing information about which media players you generally use so that any video content on the Website is displayed correctly.

We also use cookies to:

- Collect information that will help us to distinguish visitors, to understand visitors' browsing habits and to improve their experience;
- Compile performance analytics and statistical reports on website activity e.g. numbers of visitors and the pages they visit;
- Collect information that will allow us or our partners to tailor advertising to make it more relevant for you, based on your previous interactions with the Website;
- Remember information about you when you visit the Website to support in navigating the site;
- Some of the cookies we use are essential in order to provide our properly functioning site for your use and to maintain the security, safety, and integrity of the Website.

## Policy Changes and Updates

The cookies that the site may use from time to time are subject to change and updating on an ongoing basis. The reason for this might be to meet the requirements of our visitors and users, improve the performance or functionality of the site or as a result of the implementation of new applications, software, features, advertising tools and/or functionalities, either by us directly or by third parties on our behalf.

On this basis, our team is reviewing our use of cookies in conjunction with this Cookies Policy on an ongoing basis and will update the below list and categories of cookies as necessary from time to time, including as may be required under applicable laws. This ongoing review process is part of our objective to ensure that we are providing visitors (including you) with as much information and transparency as possible about the types of cookies and any applicable similar technologies that we use on the Website.

As such, we reserve the right to update and/or change this Cookies Policy at any time. So please ensure to check back on this Cookies Policy regularly for any updates and/or changes that may be implemented and which may relate to your use of the Website.

## Categories of Cookies

To ensure the highest levels of transparency for Website visitors in relation to our use of cookies, we have set out in detail below:

- a) the main categories of cookies that we use on the site;
- b) the purpose or function of each category of cookies; and
- c) the time period during which each type of cookies will be stored by us.

### **1. Functional Cookies**

These cookies enable the site to provide enhanced functionality and personalisation for visitors (including you) in relation to applications or functions that visitors may wish to use on the Website. These cookies also support to remember visitor preferences from previous visits. This category of cookies may be set by us or by third party providers whose services or applications we have added to or included on certain pages or areas of the Website. If you do not allow these cookies, then some or all of these services may not function properly.

Functional Cookies			
Cookie Subgroup	Cookies	Cookies used	Expiry
Queueit-Session-XT	Verifies that a user has a valid session for a waiting room	Session	30 mins
BID	A unique browser or session identifier, used to track anonymous user activity or persist a session across visits.	Persistent	365 days
Queueit-Session-XT	Queue-it waiting room session cookie used for high-traffic events (e.g., ticket sales).	Session	365 days
SESSION	Application-specific session identifier for logged-in sessions.	Session	Session
OptanonAlertBoxClosed	Indicates the user dismissed the cookie consent banner (OneTrust).	Persistent	365 days
OptanonAlertBoxClosed	Indicates the user dismissed the cookie consent banner (OneTrust).	Persistent	365 days
OptanonAlertBoxClosed	Indicates the user dismissed the cookie consent banner (OneTrust).	Persistent	365 days

SESSION	Application-specific session identifier for logged-in sessions.	Session	Session
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## 2. Strictly Necessary Cookies

These cookies are necessary for the Website to function properly and are always active to ensure the site can be accessed and viewed by you. The Website will not work properly without the use of Strictly Necessary Cookies and as such, these cookies do not require your consent. These cookies are usually only set in response to page navigation, access to secure areas of the site, using a specific function or application of the site, setting your privacy preferences, logging in or filling in forms, security purposes and such other similar actions that you might request, conduct or seek to use on the site. You may be able to set your browser to block or alert you about these cookies, but some parts of the site will then no longer work. These cookies do not store any personally identifiable information, unless in limited circumstances that are essential to enable the Website to function. These cookies are essential for you to browse the Website without issue or impact and use its features, including accessing various areas of the site.

Strictly Necessary Cookies

Cookie Subgroup	Cookies	Cookies used	Expiry
OptanonAlertBoxClosed	<p>This cookie is set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and in some cases only when they actively close the notice down. It enables the website not to show the message more than once to a user. The cookie has a one year lifespan and contains no personal information.</p>	First	365 days
OptanonConsent	<p>This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the users browser, when consent is not given. The cookie has a normal lifespan of one year, so that returning visitors to the site will have their preferences remembered. It contains no information that can identify the site visitor.</p>	First	365 days
SESSION	<p>Application-specific session identifier for logged-in sessions.</p>	First	Session

SID	Google security cookies for account authentication and attack protection.	First	Session
x-code-challenge	Facilitates login to the ticketing site	First	Session
x-code-verifier	Facilitates login to the ticketing site	First	Session
x-fullurl	Facilitates login to the ticketing site	First	Session
x-landingpage	Facilitates login to the ticketing site	First	Session
x-redirect-url	Facilitates login to the ticketing site	First	Session
APISID	Google authentication & personalization cookies (user preferences, secure login sessions).	Session	400 days
HSID	Google security cookies for account authentication and attack protection.	Session	400 days
SAPISID	Google authentication & personalization cookies (user preferences, secure login sessions).	Session	400 days
SID	Google security cookies for account authentication and attack protection.	Session	400 days
SIDCC	Google security cookie protecting against data theft and session hijacking.	Session	365 days

SSID	Google security cookies for account authentication and attack protection.	Session	400 days
SID	Google security cookies for account authentication and attack protection.	Session	Session
x-token-id	Facilitates login to the ticketing site	Session	Session

### 3. Targeting Cookies

These cookies may be set through the Website by us and/or our third party advertising and marketing partners (including ad platforms such as Meta or Google). They may be used by us or third party companies to build a profile of your interests and show you relevant advertisements on the Website and on other third party websites. The information in these cookies may also be shared with other organizations, advertisers or third parties. These cookies may collect personal information and are based on uniquely identifying your browser and internet device. If you do not consent to these cookies, you will experience less targeted advertising.

Cookie Subgroup	Cookies	Cookies used	Expiry
_gcl_au	Used to measure ad and campaign performance and conversion rates for Google ads on a site visited	Persistent	
_ga	Google Analytics cookies used to distinguish users and track sessions.	Persistent	400 days

_ga_5P17TVQEPP	Google Analytics cookies used to distinguish users and track sessions.	Persistent	400 days
_ga_QFZCDSXTGQ	Google Analytics cookies used to distinguish users and track sessions.	Persistent	400 days
_ga_5P17TVQEPP	Google Analytics cookies used to distinguish users and track sessions.	Persistent	400 days
_ga_QFZCDSXTGQ	Google Analytics cookies used to distinguish users and track sessions.	Persistent	400 days
_gcl_au	Google Ads conversion tracking cookie for cross-domain analytics.	Persistent	90 days
_ga	Google Analytics cookies used to distinguish users and track sessions.	Persistent	400 days

_ga_5P17TVQEPP	Google Analytics cookies used to distinguish users and track sessions.	Persistent	400 days
_ga_QFZCDSXTGQ	Google Analytics cookies used to distinguish users and track sessions.	Persistent	400 days
BID	A unique browser or session identifier, used to track anonymous user activity or persist a session across visits.	Persistent	365 days
NID	Stores user preferences and information for Google services (search, ads).	Persistent	182 days

#### 4. Performance Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of the Website. They help us to know which pages are the most and least popular and see how visitors move around the site. Information these cookies collect is aggregated and anonymous. If you do not allow these cookies, we will not know when you have visited the site and we will not be able to monitor or improve the performance of the Website (as it relates to your use of the Website).

Performance Cookies			
Cookie Subgroup	Cookies	Cookies used	Expiry
_ga	This cookie name is associated with Google Universal Analytics -which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning randomly generated number as a client identifier. It is included in each pagerequest in a site and used to calculate visitor, session and campaign datafor the sites analytics reports. By default it is set to expire after 2 years, although this is customisable by website owners._ga	First	400 days
_ga_5P17TVQEPP	Google Analytics	First	400 days
_ga_QFZCDSXTGQ	Google Analytics	First	400 days
_gcl_au	Used to measure ad and campaign performance and conversion rates for Google ads on a site visited	Third	91 Days

## Managing Cookies

### Accepting, deleting, and how to turn off cookies

For cookies that require your consent, to review or change your cookies acceptance and/or preferences for the Website, please click on Cookies Pop-Up or the cookies preferences link in the footer of each Website page. This Cookies Pop-Up may also appear at various times depending on when you enter the Website from time to time.

### Cookie Settings

You can control the setting of which cookies are deployed on your device at any time by clicking on the main Cookie Pop-Up which appears when you initially enter the Website and also by clicking on the cookie preferences link in the footer of the Website page you are visiting.

### Google Analytics Opt-out

For Google Analytics Advertising Features, you can [opt-out](#) through [Google Ads Settings](#) for mobile applications. Google also provides a Google Analytics [opt-out plug-in](#) for web users.

### Third-party Tools

Various third party software providers offer browser plug-ins and applications that can help provide you with information on and limit or block third-party advertisements, cookies and some Javascript-based technologies that may operate on your device. Please note that any use of such third party software shall be entirely at your own discretion and risk.

In addition, both Google and Facebook provide tools to control use of advertising on their respective platforms. More information can be found in your account settings on the respective platforms, including in Google's Privacy Centre and in Facebook's Ad Settings.

## Contact Details

If you have any queries in relation to this Cookies Policy or in relation to your rights, you can contact the World Rugby Data Protection Officer by emailing [dataprotection@worldrugby.org](mailto:dataprotection@worldrugby.org).

## Policy Version

As outlined above in the "Policy Changes and Updates" section, this Policy is subject to change without notice. The current version of this Policy was last updated on **5 August, 2025**.