

AFRICAN RESONANCE BUSINESS SOLUTIONS (PTY) LTD COOKIE POLICY

1. Cookie policy

- 1.1 African Resonance Business Solutions (Pty) Limited is committed to ensuring that your privacy is protected. This cookies policy sets out how this website belonging to (“**Website**”) uses and protects any information that you give the Website while using it. Should we ask you to provide certain information by which you can be identified when using the Website, then you can be assured that it will only be used in accordance with our Privacy Policy at <https://africanresonance.com/wp-content/uploads/2023/09/African-Resonance-Privacy-Policy.pdf>.
- 1.2 Company reserves the right, in its sole discretion, to amend and/or replace any of, or the whole of, this policy. Such amendments shall supersede and replace any previous policy and shall be made available on the Website. Each time a user accesses the Website and/or uses the services, the user shall be deemed to have consented, by such access and/or use, to this policy, as amended and/or replaced by Company from time to time. If you are not satisfied with the amended policy, you should refrain from using the Website. Company will however give you prior notice where we have collected personal information from you and the purpose for which we collected that information, is affected by the intended amendment.
- 1.3 If there is anything in this policy that you do not understand please contact us as soon as possible. Please note that calls to us are charged at national rates and may be monitored for training, security and quality assurance purposes.

2. What we collect

We may collect the following of your information:

- names;
- contact information such as contact numbers and email addresses;
- demographic information such as postal codes, preferences and interests; and
- other information relevant to customer surveys and/or offers.

For the exhaustive list of cookies we collect see the ‘*List of cookies we collect*’ section below.

3. What we do with the information we gather

We require this information to understand your needs and provide you with a better service, including but not limited to the following reasons:

- for internal record keeping;
- to improve our products and services;
- to send promotional emails about new products, special offers or other information (including about third parties) which we think you may be interested in; and
- for market research purposes.

We may contact you by email, phone, fax or post and may use the information to customise the Website according to your interests.

4. Security

We are committed to ensuring that your information is secure at all times. In order to prevent unauthorised access or disclosure thereof, we have put in place suitable and reasonable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

5. How we use cookies

A cookie is a small file which asks permission to be placed on our computer hard drive systems. Once you agree to the collection by us of cookies from the Website, the file is added to our hard drive and the cookies helps us analyse web traffic and inform us when the Website is visited. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve the Website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from our systems.

Overall, cookies help us provide you with a better website experience, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies and you can modify your browser settings to decline cookies if you prefer. This may however prevent you from taking full advantage of the Website.

6. Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over such other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this policy or our standard Privacy Policy. You should please

exercise caution when accessing these other websites and review the cookie and privacy policies applicable to the other websites in question.

7. Controlling your information

You may choose to restrict the collection or use of your information in the following ways:

- whenever you are asked to fill in a form on the Website, look for the box that you can click to indicate that you do not want the information to be used for direct marketing purposes;
- if you have previously agreed to us using your information for direct marketing purposes, you may change your preferences at any time by informing us via our Contact Us information.

We will not sell, distribute or lease your information to third parties unless we have your consent to do so or if we are required by law to do so.

You may request details of information which we hold about you under the Protection of Personal Information Act, 2013. A small fee may be payable. If you would like a copy of your information held by us, please email us your request using our Contact Us information.

If you believe that any of your information we are holding is incorrect or incomplete, please email us as soon as possible using our Contact Us information. We will promptly correct any incorrect information.

8. List of cookies we collect

The table below lists the cookies we collect on the Website and what information they store:

Google Analytics	Tracks website engagement
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