

# COOKIE POLICY

**INTARGET MOBILE ADVERTISING PROPRIETARY LIMITED**  
(Registration number 2001/010491/07)

## 1. INTRODUCTION

**InTarget Mobile Advertising (Pty) Ltd** (InTarget) may use cookies, web beacons, tracking pixels, and other tracking technologies when you visit our website [www.intarget.mobi](http://www.intarget.mobi), including any other media form, media channel, mobile website, or mobile application related or connected thereto (collectively, the “Site”) to help customize the Site and improve your experience.

Cookies allows InTarget to make your online experience much smoother and more interactive. This assumes, however, that you are using the same device and the same browser as before.

Some specific cookies are essential for running and maintaining the website and they enable us to:

- Provide you 24/7 access to the services you have requested
- Give you consistent and accurate information
- Ensure you enjoy a seamless and convenient experience

We reserve the right to make changes to this Cookie Policy at any time and for any reason. We will alert you about any changes by updating the “Last Updated” date of this Cookie Policy. Any changes or modifications will be effective immediately upon posting the updated Cookie Policy on the Site, and you waive the right to receive specific notice of each such change or modification.

## **2. USE OF COOKIES**

Cookies also help us to understand how you use and interact with our website. We use cookies on the Site to, among other things, provide you a more personalised experience by helping you to continue your journey and navigate to the most relevant pages more efficiently, record registration information, record your user preferences, keep you logged into the Site, facilitate purchase procedures, and track the pages you visit.

Cookies also enables us to improve our website by looking at how our visitors use it. In doing so, this helps InTarget to understand how visitors use the website so we can make it better and enhance their experience and experiment various ideas, as well as display content that is most relevant to individual visitors.

## **3. USE OF COOKIES FOR ADVERTISING**

InTarget may use advertising cookies to store information from your browsing history to record your interests and your browsing journey on our website. This helps InTarget to display advertisements that are most likely to be of interest to you, if any.

## **4. TYPES OF COOKIES THAT INTARGET MAY USE WHEN YOU VISIT OUR WEBSITE**

### **4.1. InTarget’s Cookies**

InTarget’s cookies are “first-party cookies” and can be either permanent or temporary. These are necessary cookies, without which the website won’t work properly or be able to provide certain features and functionalities. Some of these may be manually disabled in your browser but may affect the functionality of the website.

### **4.2. Third-Party Cookies**

InTarget’s website may also contain content from other websites which may deploy their own cookies. These cookies are set by someone other than the owner of the website you’re visiting. Such third-party providers can set cookies while you are visiting the website and

thus receive information such as the fact that you have loaded a website. Third-Party cookies may be manually disabled in your browser.

#### **4.3. Advertising Cookies**

InTarget's website may contain advertising cookies, as described in clause 3 of the policy, to enable InTarget to target advertising for products to you on other websites, based on your visits on our site, as well as combine and match more relevant information with targeted information so that the online advertisements you see are genuinely relevant to you and your interests.

#### **4.4. Performance and Analytics Cookies**

InTarget's website contains analytics cookies to gather information about how visitors interact with our website. Analytics cookies do not collect or save information which can be directly linked to you. The information collected will usually be processed further in an aggregated and therefore anonymous manner. These cookies are used exclusively to improve the performance of the website and tailor the experience to your needs.

#### **4.5. Security Cookies strictly necessary to maintain integrity of website**

InTarget uses security cookies which no consent is required. Security cookies are used exclusively by InTarget and are therefore deemed to be "First-Party Cookies". Security cookies helps InTarget identify and prevent security risks. InTarget uses security cookies to authenticate users and protect user data from unauthorised parties.

### **5. DECLINING OF COOKIES**

Should you reject cookies that require consent, our website will accept such decision and not use such cookies. However, in the case of functional cookies that display features specifically used to enhance your experience when navigating the website, you will not be able to take advantage of all the features and functionality of the website.

InTarget cannot delete third-party cookies if used on the website. If you wish to delete all third-party cookies, you would be required to do so in your browser settings.

### **6. MANAGEMENT OF YOUR COOKIES**

You can enable and disable the cookie settings by altering your browser settings.

### **7. PRIVACY POLICY**

For more information about how we use information collected by cookies, please refer to our Privacy Policy displayed on the website. This Cookie Policy is part of and is incorporated into our Privacy Policy. By using the website, you agree to be bound by this Cookie Policy and our Privacy Policy.