



Cookie Policy

Document Control

Document Title:	Cookie Policy
Document Number:	MSP-PPI-POL-003
Version Number:	2
Revision Date:	14 July 2021
Next review:	01 July 2022
Prepared by:	WWISE
Authorised by:	HR Executive

Version History:

Version	Date	Author	Approved by	Brief Description of Changes
1	01 July 2021	WWISE	HR Exec.	Policy Created
2	14 July 2021	WWISE	HR Exec.	Social Media Included

1. What is a cookie?

A cookie is a small piece of data that a website or social media platform asks your browser to store on your computer or mobile device. The cookie allows the website or social media platform to remember your actions or preferences over time. Most Internet browsers support cookies: however, users can set their browsers to decline certain types of cookies or specific cookies. Further, users can delete cookies at any time.

2. Why do we use cookies?

At Mafoko Security Patrols (Pty) Ltd (MSP) we may use cookies to learn how you interact with our content and to improve your experience when visiting our website(s) or social media platforms. For example, some cookies remember your language or preferences so that you do not have to repeatedly make these choices when you visit one of our websites. We also use cookies to help us with geolocation tracking to present you with the closest MSP office locations. Additionally, cookies allow us to serve you specific content, such as videos on our website(s). We may employ the learnings of your behaviour on our website(s) to serve you with targeted advertisements on third-party website(s) or social media platforms to market our products and services to you.

3. What types of cookies do we use?

We use both first-party and third-party cookies on our website. First-party cookies are cookies issued from our domain(s) that are generally used to identify language and location preferences or render basic site functionality. Third-party cookies belong to and are managed by other parties, such as MSP business partners or service providers or social media platforms. These cookies may be required to render certain forms, such as the submission of a job application, or to allow for some advertising outside of the MSP website.

Session cookies are temporary cookies that are used to remember you during your visit to the website or social media platform, and they expire when you close the web browser. Persistent cookies are used to remember your preferences within the website and remain on your desktop or mobile device even after you close your browser or restart your computer. We may use these cookies to analyse user behaviour to establish visit patterns so that we can improve our website functionality for you and others who visit our website(s). These cookies also allow us to serve you with targeted advertising and measure the effectiveness of our site functionality and advertising.

4. How are cookies used for advertising purposes?

Cookies and ad technology such as web beacons, pixels, and anonymous ad network tags help us serve relevant ads to you more effectively. They also help us collect audit data, research, and performance reporting for advertisers. Pixels enable us to understand and improve the delivery of ads to you. Since your web browser may request advertisements and web beacons directly from ad network servers, these networks can view, edit, or set their own cookies, just as if you had requested a web page from their site. We do not use cookies to create a profile of your browsing behaviour on third-party sites, we do use aggregate data from third parties to show you relevant, interest-based advertising. We do not provide any personal information that we collect to advertisers. You can opt out of off-site and 3rd party advertising by adjusting your cookie settings. Opting out will not remove advertising from the pages you visit, but, instead, opting out will result in the ads you see not being matched to your interests. This implies that the ad(s) you see will not be matched to your interests by those specific cookies.

5. How are third party cookies used?

For some of the functions within our websites we use third party suppliers, for example, when you visit a page with videos embedded from or links to YouTube. These videos or links (and any other content

from third party suppliers) may contain third party cookies, and we encourage you to consult the privacy policies of these third-party vendors on their websites for information regarding their use of cookies. As part of MSP's internet presence, third-party content may sometimes be used (plug-ins). This can take the form of YouTube videos, RSS feeds, graphics of other pages, or social media buttons, such as the Facebook Share button. If you are on an MSP website in which third-party content is embedded, a connection with the respective social network may be made. Through this, the content of the buttons may be transmitted to your browser and thus be integrated into the website. This means the respective provider always receives the information that you called up from the MSP website. It is not relevant whether you are a member of a social network or that you are not logged into one. Furthermore, irrespective of whether you interact with the embedded content, information is automatically collected by the social network. The following information can be transmitted here: IP address, browser information and operating systems, screen resolution, installed browser plug-ins (such as Adobe Flash Player), origin of the visitor (if you followed a link) and the URL of the current page. If you are logged into a social network while you are using the MSP website, the information relating to the call-up of the website might be linked to your member data and stored. If you are a member of a social network and you do not want this data transmission to take place, you must log out of the social network before visiting the MSP website. If you use one of the plug-ins (for example by using the comment or Share button), the relevant provider can assign the website call-up directly to your profile. This data is transmitted directly to the social network and stored there. Furthermore, the corresponding information is published in the respective social networks and is made visible to your contacts. MSP has no influence on the amount of data collected by the social networks. The nature, scope and purpose of the data collection, information on the further processing of the data, your rights in relation to these and setting options for protecting your privacy are explained in the data protection policies of the respective social network. You also have the option of blocking social media plug-ins through add-ons in your browser and thereby preventing a transmission of data.

6. How do I reject and delete cookies?

You can choose to reject or block all or specific types of cookies set by virtue of your visit to an MSP website by clicking on the cookie preferences on our website(s). You can change your preferences for MSP websites and/or the websites of any 3rd party suppliers by changing your browser settings. Please note that most browsers automatically accept cookies. Therefore, if you do not wish cookies to be used, you may need to actively delete or block the cookies.

Google Analytics: We use Google Analytics to understand how our media campaigns work and how you interact with our website to improve the user experience - <https://tools.google.com/dlpage/gaoptout>

Google Ads: Google tracking cookies enable us to understand if you complete certain actions on our website(s) after you have seen or clicked through one of our adverts served via Google. Based on the content you have engaged with on our websites Google are able to deliver some targeted adverts across other Google partner websites - <https://support.google.com/ads/answer/2662922?hl=en>

LinkedIn: The LinkedIn insight tag allows us to perform campaign reporting and unlock valuable insights about website visitors that may come via the campaigns we run on LinkedIn - <https://www.linkedin.com/help/lms/answer/65521/the-linkedin-insight-tag-overview?lang=en>

Approval

A handwritten signature in black ink, appearing to be 'R.D. [unclear]', written over a horizontal dotted line.

For and on behalf of Mafoko Security Patrols (Pty) Ltd
Duly authorised.
01 July 2021