

Divisional Cookie Policy Template

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Revision History

Rev No	Rev Date	Significant Changes
01	08-12-2020	New document

1. Introduction

The following details the Unitrans Passenger (PTY) Limited, Registration number 1968/008699/07 cookie policy. This policy needs to be viewed in conjunction with the **Magic Transfers** privacy policy, which can be accessed at **Privacy Policy** ([Insert Link on the website](#)). The purpose of this policy is to describe what cookies are, what we use them for, and how you can manage them during your visit to or use of our website.

2. What are cookies?

We may place small text files called 'cookies' on your device when you visit our website. These files do not contain personal information, but they do contain a personal identifier allowing us to associate your personal information with a certain device. Many websites use cookies and you can find out more about them at www.allaboutcookies.org.

3. Why do we use cookies?

These files serve a number of useful purposes to you, including:

- granting you access to restricted content;
- tailoring our website's functionality to you personally by letting us remember your preferences, location or device type;
- improving how our website performs;
- understanding who our audience is, so that we can provide content most relevant to you;
- allowing *third parties to provide services* to our website; and
- helping us deliver *interest-based advertising* where appropriate in compliance with applicable laws.

4. The types of cookies we use

We use different types of cookies on our website. Some of these cookies are placed by us, while others are placed by our third-party plug-ins, suppliers or advertisers. These cookies may be deleted from your device at different times, such as at the end of your browsing session (when you leave the website) or after a pre-set amount time, or they may persist on your device until you delete them.

We use the following types of cookies on our website:

- **essential cookies** – these are cookies that allow our website to perform its essential functions and without these cookies, some parts of our websites would stop working.
- **site analytics cookies** – these are cookies that monitor how our website is performing, and how you interact with it and we use them to know how best to improve our website or services.
- **functional cookies** – these are cookies that remember who you are as a user of our website and we use them to remember any preferences you may have selected on our website, like saving your username and password, or settings.
- **advertising cookies** – these are cookies that matches your interests or web searches with applicable advertising campaigns on our website and we use them to provide you with advertising that we think you might find useful.
- **social media cookies** – these are cookies that integrate with social media platforms and we use them to help you share content from our website to your chosen social media platform.
- **flash cookies** – these are cookies that help your device read content supported by Adobe Flash and we use them to make sure that any Adobe Flash advertisements or videos appear properly on your device.

- **third party cookies** – these are cookies that some of our business partners use on our website and we have no access to or control over them. Information collected by any of these cookies or widgets is governed by the privacy policy of the entity that created it, and not by us.

5. Our cookies

The types of cookies deployed on the website can be viewed in Annexure-1 to this Policy.

6. Deleting cookies

Your internet browser generally accepts cookies automatically, but you can often change this setting to stop accepting them. You can also delete cookies manually. You can read how to do this at <https://www.digitaltrends.com/computing/how-to-delete-cookies/>.

Deleting or no longer accepting cookies may prevent you from accessing certain aspects of our website where cookies are necessary or cause the website to forget your preferences. Deleting cookies may not prevent you from seeing advertisements on our website, but such advertising may be less relevant to you.

Annexure-1

The following types of cookies are used on this website:

Cookie	Domain	Description	Duration	Type
._ga	.magictransfers.co.za	This cookie is installed by Google Analytics. The cookie is used to calculate visitor, session, campaign data and keep track of site usage for the site's analytics report. The cookies store information anonymously and assign a randomly generated number to identify unique visitors.	1 years 11 months 28 days 23 hours 59 minutes	Analytics
._gid	.magictransfers.co.za	This cookie is installed by Google Analytics. The cookie is used to store information of how visitors use a website and helps in creating an analytics report of how the website is doing. The data collected including the number visitors, the source where they have come from, and the pages visited in an anonymous form.	23 hours 59 minutes	Analytics
._gat_UA-50656295-2	.magictransfers.co.za	No description		Other
._fbp	.magictransfers.co.za	This cookie is set by Facebook to deliver advertisement when they are on Facebook or a digital platform powered by Facebook advertising after visiting this website.	2 months 28 days 23 hours 59 minutes	Advertisement
fr	.facebook.com	The cookie is set by Facebook to show relevant advertisements to the users and measure and improve the advertisements. The cookie also tracks the behavior of the user across the web on sites that have Facebook pixel or Facebook social plugin.	2 months 28 days 23 hours 59 minutes	Advertisement