

# Apex BI (Pty) Ltd – Cookie Policy

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Welcome to our cookie policy. This policy works alongside our Privacy Policy. 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.

## 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 data, but they do contain a personal identifier allowing us to associate your personal data with a certain device. Many websites use cookies and you can find out more about them at [All About Cookies](#).

## Why do we use cookies?

These files serve a number of useful purposes for 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 the applicable laws.*

## The types of cookies we use on our website

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 of time, or they may persist on your device until you delete them.

Our website was built using Wordpress which uses cookies to manage logged-in user sessions and authentication. It also uses cookies to remember users’ names and email addresses if they fill out a comment form. You can learn more about Wordpress cookies [here](#) and [here](#).

Google Analytics cookies have also been enabled on our website. We use these cookies to measure how users interact with our website content and navigate between pages. You can learn more about Google Analytics cookies [here](#).

## We use the following types of cookies on our online platform Clarity™:

- *essential cookies – these are cookies that allow our website to perform its essential functions. 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. 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. We use them to remember any preferences you may have selected on our website, like saving your username and password or settings.*

## **Our cookies**

You can see the cookies we use in the following table:

<b>Cookie type</b>	<b>Cookie function</b>
<b>Essential</b>	Allows our website to perform its essential functions. Without these cookies, some parts of our websites would stop working.
<b>Site Analytics</b>	We <b>don't</b> currently use site analytics cookies. We keep track of the user engagements via the systems built-in internal audit trail.
<b>Functional</b>	These are cookies that remember who you are as a user of our website. We only store information for our portal to identify that you are logged into the system. No personal identifiable information is stored in the cookie.

## **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 [Digital Trends](#).

Deleting or no longer accepting cookies may prevent you from accessing certain aspects of our website where cookies are necessary or because the website forgot your preferences.

## **Updates to this policy**

We may occasionally make changes to this policy. When we make material changes to this policy, we will provide you with a prominent notice on our website or send you an email. We may notify you in advance.