

## Cookie Policy

**Effective Date: 01 January 2025**

### Introduction

At My Data Insights, a product wholly owned by **Syncflo (Pty) Ltd**, ("we," "us," or "our"), we use cookies and similar technologies to enhance your experience on our website ("Website") and ensure its functionality. This Cookie Policy explains what cookies are, how we use them, and your choices regarding their use.

By using our Website, you consent to the use of cookies in accordance with this Cookie Policy. If you do not agree to this policy, please disable cookies as described below or discontinue the use of our Website.

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### 1. What Are Cookies?

Cookies are small text files stored on your device (computer, tablet, or smartphone) when you visit a website. They help the website recognise your device and remember your preferences over time.

Cookies can be classified as:

- **First-Party Cookies:** Set by the website you are visiting.
- **Third-Party Cookies:** Set by third parties, such as analytics or advertising providers.

Cookies can also be categorised based on their duration:

- **Session Cookies:** Temporary cookies that are deleted when you close your browser.
  - **Persistent Cookies:** Remain on your device until they expire or are manually deleted.
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### 2. How We Use Cookies

We use cookies to:

- Enhance the functionality and performance of our Website.
  - Improve your user experience by remembering your preferences and settings.
  - Analyse how users interact with our Website to optimise its design and content.
  - Provide security and prevent fraudulent activity.
  - Deliver relevant marketing and advertising content.
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### **3. Types of Cookies We Use**

#### **3.1 Essential Cookies**

These cookies are necessary for the Website to function properly. They enable core features such as secure logins and account management.

#### **3.2 Performance and Analytics Cookies**

These cookies collect information about how visitors use our Website, such as pages visited and time spent on the site. This helps us improve the Website's performance and user experience.

#### **3.3 Functionality Cookies**

These cookies enable the Website to remember your preferences, such as language or region settings, for a personalised experience.

#### **3.4 Advertising and Targeting Cookies**

These cookies are used to deliver relevant advertisements and track the effectiveness of our marketing campaigns. They may be set by third-party advertising providers.

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### **4. Third-Party Cookies**

We may use third-party service providers, such as Google Analytics, to collect and analyse usage data. These third parties may set their own cookies to track your interaction with our Website. For more information on how these providers handle your data, please review their privacy policies.

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### **5. Your Cookie Choices**

You can manage or disable cookies through your browser settings. Most browsers allow you to:

- View the cookies stored on your device.
- Delete specific or all cookies.
- Block cookies from specific websites.
- Disable cookies entirely.

Please note that disabling cookies may affect the functionality of our Website, and some features may not work as intended.

To learn more about managing cookies, visit: [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

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## 6. Updates to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in our practices or applicable regulations. Any updates will be posted on this page with an updated effective date. Please review this Cookie Policy periodically to stay informed.

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## 7. Contact Us

If you have any questions or concerns about this Cookie Policy or our use of cookies, please contact us at:

- **Email:** [hello@syncflo.co.za](mailto:hello@syncflo.co.za)

By using our Website, you acknowledge that you have read and understood this Cookie Policy.