

COOKIE POLICY OF WEST AFRICAN INTERNATIONAL (PROPRIETARY) LIMITED

1. About us

This is the Cookie Policy of West African International (Proprietary) Limited (“WAI”) and its subsidiaries and affiliates (the “Group”). This policy is to explain how our website makes use of cookies or other forms of tracking technology. Our cookie policy is aimed at informing you what cookies and trackers, if any, we use, what data we collect, for what purposes, for how long it remains active and with whom we share this data.

2. Application of this Cookie Policy

This Cookie policy is applicable to all users or visitors to our website, namely <https://westafricangroup.co.za/>. We do not operate social media platforms however do allow our Customers to make use of an electronic platforms used offered by The Group to assist in the management and tracking of its orders and payments. Collectively these shall be will hereinafter for ease of reference be referred to as “our Websites”.

3. We use cookies

- 3.1 We use cookies on our Websites for a number of reasons and related purposes, which are described and detailed below. A cookie is a small file of letters and numbers which house and contain information that is collected from you when you use our Websites.
- 3.2 Cookies help us provide you with a good experience when you browse our website and allow us to improve our site. These tiny data files are stored on your computer within the Website browser, when certain of our Website pages are visited. A cookie does not contain or collect information in isolation, but when read by a server via a website browser; can give information to facilitate a more user friendly service such as detecting errors.
- 3.3 To use our Websites fully, you will need to have cookies enabled. If you do not wish to enable cookies, you can still browse the site; however certain features of the site may be limited.

4. Types of cookies which we use

Our cookies may be session cookies (temporary cookies that identify and track users within our Websites, applications or services which are deleted when you close your browser or leave your session in the application or service) or persistent cookies (cookies which enable our Websites, applications or services to “remember” who you are and to remember your preferences within our Websites, applications or services and which will stay on your computer or device after you close your browser or leave your session in the application or service).

We use the following cookies:

- 4.1 Strictly necessary cookies.** These are cookies that are required for the operation of our Websites. They include, for example, cookies that enable you to log into secure areas of our Websites, use a shopping cart or make use of the online ordering and tracking services services.
- 4.2 IP Address and traffic data.** We keep a record of traffic data which is logged automatically by our servers, such as your Internet Protocol (IP) address, device information, the website that you visited before ours and the website you visit after leaving our site. We also collect some site, application and service statistics such as access rates, page hits and page views. We are not able to identify any individual from traffic data or site statistics.
- 4.3 Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our Websites when they are using it. This helps us to improve the way our Websites works, for example, by ensuring that users find what they are looking for easily.
- 4.4 Functionality cookies.** These are used to recognize you when you return to our Websites. This enables us to personalize our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- 4.5 Targeting cookies.** These cookies record your visit to our Websites, the pages you have visited and the links you have followed. We will use this information to make our Websites and the services and advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.
- 4.6 First-party cookies.** The Websites will set some cookies that are essential for the Websites to operate correctly. These cookies, none of which capture personally identifiable information, are as follows:
- 4.6.1 Visitor ID – this cookie is a numeric value that identifies unique visitors and provides coherence and consistency to a site visit;
 - 4.6.2 Page Number – this cookie identifies the page you are on;
 - 4.6.3 Session ID – this cookie identifies your website session;
 - 4.6.4 Test – this cookie checks whether or not your browser supports cookies;
 - 4.6.5 Order - this cookie ensures that your shopping basket works correctly.
- 4.7 Web beacons and parameter tracking.** We also use cookies and similar software known as web beacons to count users who have visited our Websites after clicking through from one of our advertisements on another website or in emails and to collect details of any products or services purchased. These web beacons collect limited information which does not identify particular individuals. It is not possible to refuse the use of web beacons. However, because they are used in conjunction with cookies, you can effectively disable them by setting your browser to restrict or block cookies.
- 4.8 Third-party cookies.** Our Websites set several types of third-party cookies, but we do not control the operation of any of them. The third-party cookies that may be set include:
- 4.9 Google Analytics** – we use Google Analytics to collect data about website usage. This data does not include personally identifiable information. You can view Google's privacy policy here: www.google.com/policies/privacy/.
- 4.10 Google Tag Manager** – we use Google Tag Manager to manage some of the cookies that we use on our Websites. You can view Google's privacy policy here: <https://policies.google.com/privacy?hl=en&gl=ZZ>.

- 4.11 Facebook** – we use a Facebook pixel to obtain information about the activities that users engage in while visiting our web pages. For information on Facebook’s privacy and cookie policy, visit <https://www.facebook.com/policies/cookies/>.
- 4.12 Performance cookies and analytics technologies** - These cookies collect information about how visitors and users use our Websites, applications and services, for instance which functionality visitors use most often, and if they get error messages from areas of our Websites, applications or services. These cookies don't collect information that identifies a visitor or user. All information these cookies collect is aggregated and therefore anonymous. We only use these cookies to improve how our Websites, applications and services work.
- 4.13 Functionality cookies.** These cookies allow our Websites, applications and services to remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more personal features. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise. They may also be used to provide services you have asked for. The information these cookies collect may be anonymised and they cannot track your browsing activity on other Websites.
- 4.14 Targeting or advertising cookies.** These cookies are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operators’ permission. They remember that you have visited a website and this information is shared with other organisations such as advertisers. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organisation.

5. Consent or deactivation of cookies

- 5.1** You have the right to re-configure your browser or our Websites to restrict cookies. For more information about cookies and instructions on how to adjust your browser settings to accept, delete or reject cookies, see the www.allaboutcookies.org/ website.
- 5.2** If you do not want us to use the cookies, then please note that you can deactivate them by clicking on the decline button below. Please note that where you re-configure cookies, you may find this affects your ability to use our Websites, and application or services.
- 5.3** If you are unhappy with the cookies, please click on the accept button below

Decline

- 5.4** If you are happy with the cookies, please click on the accept button below

Accept