

BRAINSPARK

COOKIE POLICY

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TABLE OF CONTENTS

1. PREAMBLE	4
2. CONTACT	4
3. WHAT ARE COOKIES?	4
4. HOW ARE COOKIES USED?	4
5. WHY HAVE A COOKIE POLICY?	5
6. HOW WILL A USER REJECT AND DELETE COOKIES?	5
7. WHERE CAN A USER READ MORE ABOUT COOKIES?	5

1. PREAMBLE

- 1.1. BrainSpark provides scientifically designed brain and personality tests
- 1.2. BrainSpark is obliged to comply with the Protection of Personal Information Act, 4 of 2013 (hereafter 'POPIA').
- 1.3. BrainSpark always strives to be transparent in their dealings; therefore, this policy is established as guidelines for the responsible use of cookies on their website and any other forms of electronic communication which may use cookies, either now or in the future.
- 1.4. In this policy, we use the term 'cookies' to refer to cookies and other similar technologies covered by relevant directives on privacy in electronic communication.

2. CONTACT

- 2.1. Questions, comments, and requests regarding this policy are welcomed and should be addressed to the Information Officer whose details are indicated below.
- 2.2. Our Head Office physical address, postal address, telephone, and electronic addresses are as follows:
 - 2.2.1. POSTAL ADDRESS: 6 Stil Street, Potchefstroom, 2531
 - 2.2.2. PHYSICAL ADDRESS: 6 Stil Street, Potchefstroom, 2531
 - 2.2.3. TELEPHONE NUMBER: 076 946 7716
 - 2.2.4. WEBSITE: www.brainspark.co.za

3. WHAT ARE COOKIES?

A cookie is a small piece of data that a website asks your browser to store on your computer or mobile device. Cookies are a common tool used online to learn about and respond to user website activities. Cookies are stored on a device's web browser by the websites a user visits. Most websites, web applications and mobile applications use cookies to improve user experiences and deliver relevant advertisements.

Whenever a user visits a website, the website sends a cookie to the device used to access the website. The device then automatically stores the cookie in a file that is located within the web browser. When a page is then revisited, the website will respond in a more personalised way, remembering preferences, providing faster page load times and so on.

Most internet browsers support cookies. However, users can set their browsers to decline certain types of cookies or specific cookies and users can delete cookies at any time.

4. HOW ARE COOKIES USED?

Cookies have many uses. For example, membership websites and social media platforms like Facebook and Instagram use cookies to remember login credentials (username and password) so that a user does not have to enter them manually every time they access the website. Cookies can also be used to display custom advertisements based on a user's previous search history and web browsing behaviour. Some websites use cookies to improve the site's performance and the user experience it delivers. Some businesses run marketing campaigns that are designed so that first-time visitors on the website are shown certain information, while returning visitors are shown different information.

5. WHY HAVE A COOKIE POLICY?

A Cookie policy is at the heart of compliance with most major data privacy legislation in the world. While some laws require end-user consent and others opt-out options for visitors, almost all require a website to keep an updated account of all cookies and trackers, and to make this available to end-users visiting such domains.

Data privacy is also one of the fastest expanding fields of consumer demand. End-users want transparency into and control of how their data is handled when visiting a website, and consumers are increasingly ready to do business elsewhere if their data privacy is disrespected.

In light of this information as well as the company's continued responsibility to be transparent in its dealings, we have decided to develop a Cookie Policy that will be used to inform site visitors that they are using cookies in electronic communications and visits. In short, this Cookie Policy is useful to help BrainSpark to comply with laws, while keeping their users informed.

On the website of BrainSpark, a separate Cookies notice is displayed on their website, as well as any other form of electronic communication that may require this same condition. This notice will contain:

- A notification to the user that they are using Cookies
- Information on the type of cookies that are being used
- Informed of what options are available to users if they want to opt out of having the website's cookies stored on their devices.

It is important that users understand the following:

- It is necessary for BrainSpark to acquire consent before placing cookies on a user's device. User consent must be given through affirmative action. This means that the company must ask for consent through an opt-in checkbox or by allowing their users to configure cookies preferences from the opt-in checkbox on the website.
- User consent cannot be assumed.
- It must be easy for a user to opt out of the use of our cookies. The website must give users an easy way to opt out of cookies, even after consent has been given. If consent is asked for through the options in the *Settings* menu, then it must also be possible to withdraw consent in the same section.

6. HOW WILL A USER REJECT AND DELETE COOKIES?

Users will be able to choose to reject or block all or specific types of cookies set by virtue of their visit to the website of BrainSpark by clicking on the cookie preferences once the website is available.

7. WHERE CAN A USER READ MORE ABOUT COOKIES?

Users may visit www.allaboutcookies.org for details on how to delete or reject cookies and for further information on cookies generally.