

COOKIES PRIVACY OVERVIEW

At Licentia Franchise SA, we respect your privacy and are committed to being transparent about how we use cookies and related technologies on our website. This overview will help you understand what cookies are, how we use them, and how you can control them.

WHAT ARE COOKIES?

Cookies are small text files stored on your device when you visit a website. They help websites function more efficiently by remembering your preferences and enhancing your browsing experience. Cookies can also collect data for analytics and advertising purposes to help improve website functionality and user experience.

TYPES OF COOKIES WE USE

- **Strictly Necessary Cookies:** These are essential cookies required for our website to function. They allow you to navigate our site and use its features, such as accessing secure areas. Without these cookies, services like shopping carts and e-billing cannot be provided.
- **Performance/Analytics Cookies:** These cookies collect data on how visitors interact with our website, such as pages visited and traffic sources. This helps us measure and improve website performance. For instance, we use cookies from third-party analytics tools like Google Analytics to track website usage.
- **Functionality Cookies:** These cookies allow us to remember your preferences (such as language or location) and provide enhanced, more personalized features. For example, they allow us to offer you a more customized user experience based on your past interactions.
- **Targeting/Advertising Cookies:** These cookies are used to deliver advertisements that are relevant to you. They track your browsing habits across various websites and may share this information with advertisers to create personalized ads.
- **Third-Party Cookies:** Our website integrates third-party services that may set cookies on your device. For example, embedded video players from YouTube or social media plugins may set cookies to deliver relevant advertisements and track interactions.

YOUR CONSENT

By continuing to use our website, you consent to the use of cookies as outlined in this overview. For non-essential cookies (e.g., performance and advertising cookies), we require your explicit consent.

This consent is gathered via our cookie banner when you first visit the site.

You have the right to withdraw your consent at any time by adjusting your cookie settings. You can do this through our **Manage Cookies** page, where you can select which types of cookies you allow.

HOW TO MANAGE OR DISABLE COOKIES

You can control and manage cookies in several ways:

- **Browser Settings:** Most browsers allow you to manage cookie settings directly in the browser. You can block or delete cookies through your browser settings, though please note that disabling cookies may affect website functionality.
 - ✓ **Instructions for Chrome** (<https://support.google.com/chrome/answer/95647?hl=en>)
 - ✓ **Instructions for Firefox** (<https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>)
 - ✓ **Instructions for Safari** (<https://support.apple.com/guide/safari/manage-cookies-and-website-data-sfri11471/mac>)
 - ✓ **Instructions for Microsoft Edge** (<https://support.microsoft.com/en-us/help/4027947/microsoft-edge-delete-cookies>)
- **External Cookie Management Tools:** You can also manage cookies through external platforms such as:
 - ✓ **Google Ads Settings** (<https://adssettings.google.com>)
 - ✓ **Your Online Choices** (<https://www.youronlinechoices.com/>)

COOKIES USED ON OUR WEBSITE

Below is a detailed list of the cookies used on our website:

Cookie Name	Provider	Purpose	Expiry	Type
_ga	Google Analytics	Tracks site usage for analytics and performance	2 years	Analytics
_gid	Google Analytics	Tracks user behavior on the website	24 hours	Analytics
XSRF-TOKEN	First-party (Licentia)	Provides security by preventing CSRF attacks	Session	Strictly Necessary
_fbp	Facebook	Tracks conversions for Facebook Ads	3 months	Targeting/Advertising
_gat	Google Analytics	Limits requests to Google Analytics	1 minute	Analytics

For a complete and up-to-date list of cookies, please visit our [Cookie Policy Page](#).

Licentia Franchise SA (Pty) Ltd

Address: Shop 6, Aerorand Square, Cnr Keiskamma Dr & Sondagsrivier St, Aerorand, Middelburg, 1055

Cell: +27 82 899 8445 / +27 76 161 7784 / +27 82 898 0890

E-Mail: freedom@licentia.co.za / legal@licentia.co.za / finance@licentia.co.za /

DATA SHARING AND THIRD-PARTY ACCESS

Some cookies used on our website may share data with third parties. These third parties may include advertising networks and analytics platforms like Google and Facebook. We ensure that all data shared complies with both **POPIA** (Protection of Personal Information Act) and **GDPR** (General Data Protection Regulation) if applicable.

If data is transferred outside of South Africa or the European Union, we take the necessary steps to ensure that such transfers comply with international data protection regulations.

COMPLIANCE WITH POPIA AND GDPR

We take privacy and compliance seriously. Under **POPIA**, we inform you of your rights regarding your personal data and how we process it, including the right to object to the processing of cookies that collect personal data.

Under **GDPR** (if applicable), we must also obtain your consent for non-essential cookies and offer you clear choices about your data. Our website fully complies with these regulations.

UPDATES TO OUR COOKIE POLICY

We may update this Cookie Privacy Overview periodically. Any changes will be posted on this page with an updated revision date. If significant changes are made, we will notify you via the website or by email.

CONTACT US

If you have any questions or concerns about our Cookie Privacy Overview or how we handle your personal data, please contact us at:

Data Protection Officer Email: [brandspec@lbmidentity.co.za]

RETENTION OF COOKIE DATA

We only retain cookie data for the period necessary to fulfill the purposes outlined in this Cookie Privacy Overview. Depending on the type of cookie, data may be retained for a session or up to two years.

By providing clear and comprehensive information in this overview, Licentia Franchise SA ensures compliance with privacy regulations while giving users control over their data and browsing experience.

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