

# IMD Cookie Policy

## Who we are

The pages on the website (“the Website”) are published by Interact Media Defined (“IMD”), a company registered in South Africa with company registration number 2014/092774/07 and whose registered address is 13A Riley Road, Bedfordview, Johannesburg, 2007, South Africa.

## What are cookies?

When you visit IMD’s Website, we use cookies to maintain your connection to the Website. A cookie is a small file of letters and numbers that, if you have granted permission thereto, is stored on your browser or the hard drive of your computer. Cookies contain information that is transferred to your computer's hard drive.

Cookies help us to provide you with a satisfying experience when you browse the Website and also allow us to improve the Website. By continuing to browse the Website, you are agreeing to the use of cookies. If you do not agree to the use of cookies, please stop using the Website immediately.

## The cookies that are used

IMD uses the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of the Website. They include cookies that enable you to log in to secure areas of the Website.
- **Analytical/performance cookies.** These allow IMD to recognise and count the number of visitors to the Website and to see how visitors navigate the Website when they are using it. This helps us to improve the way the Website works, for example, by ensuring that users are easily finding what they are looking for.
- **Functionality cookies.** These are used to recognise you when you return to the Website. This enables IMD to personalise content for you and remember your account preferences.
- **Targeting cookies.** These cookies record your visit to the Website, the pages you have visited, and the links you have followed. IMD will use this information to make the Website and the advertising displayed on it more relevant to your interests. IMD may also share this information with third parties for this purpose.

## Third-party cookies

Please note that third parties (including providers of external services such as web traffic analysis services) may also use cookies, over which IMD has no control. These cookies are likely to be analytical/performance cookies or targeting cookies. The types of third-party cookies that might be used include:

## **Google Analytics**

The Website uses Google Analytics, a web analytics service provided by Google Inc. (“Google”). Google Analytics uses cookies (text files placed on your computer) to help website operators analyse how users use the site. The information generated by the cookies about your use of the Website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the Website, compiling reports on website activity for website operators, and providing other services relating to website activity and Internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. By using this Website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

## **How to refuse the use of cookies**

You may refuse the use of cookies by selecting the appropriate settings in your browser. However, if you do this, you may lose some useful functionality such as personalisation and “keep me signed in” and “remember me” features.

- [How to disable cookies in your browser](#)