

brendit

Cookie Policy

Effective Date: 01.09.2024

At Brendit AI, we use cookies and other similar tracking technologies to improve the functionality of our website and enhance user experience. This Cookie Policy explains what cookies are, how we use them, and how you can control them.

1. What Are Cookies?

Cookies are small text files that are placed on your device (computer, smartphone, or tablet) when you visit our website. These files help us understand how users interact with our site, remember your preferences, and personalise your experience. Cookies may be set by us ("first-party cookies") or by third-party service providers ("third-party cookies").

2. Types of Cookies We Use

We categorise the cookies used on our website into the following types:

2.1 Essential Cookies

These cookies are necessary for the operation of our website. Without these cookies, certain functionalities would not work properly, such as access to secure areas of the site. These cookies do not collect personal data and are automatically enabled when you use our website.

2.2 Performance and Analytics Cookies

These cookies collect information about how visitors use our website, such as which pages are visited most frequently and any error messages users encounter. The data collected is used to improve the functionality and performance of the website. These cookies do not identify individual visitors, and the data is aggregated.

2.3 Functionality Cookies

These cookies enable the website to remember your choices, such as your language or region, to provide a more personalised experience. For example, they can be used to remember changes you've made to text size, fonts, and other customisable aspects of the site. These cookies can be disabled, but doing so may reduce the functionality of the site.

2.4 Advertising and Targeting Cookies

These cookies are used to deliver content and advertisements that are more relevant to you and your interests. They may also be used to measure the effectiveness of advertising campaigns. These cookies may track your browsing habits across multiple sites, and the data is often shared with third-party advertisers.

3. How We Use Cookies

We use cookies for the following purposes:

- To Provide Essential Services: Certain cookies are necessary for the proper functioning of our website, such as enabling you to log into secure areas and process payments.
- To Analyse Website Performance: Analytics cookies help us understand how visitors interact with our site, allowing us to improve the user experience.
- To Personalise User Experience: Functionality cookies allow us to remember your preferences and provide a more customised experience on our site.
- To Deliver Targeted Advertising: We use cookies to display relevant advertisements and track the success of advertising campaigns across multiple websites.

4. Third-Party Cookies

In some cases, we use third-party service providers to help us analyse and improve our website or deliver targeted advertisements. These providers may place cookies on your device, and the data collected is subject to their privacy policies. Examples of third-party services we use include:

- Google Analytics: To monitor website traffic and usage patterns.
- Advertising Networks: To deliver personalised ads based on your browsing activity.

5. How to Manage Cookies

You have the right to control and manage cookies as you see fit. Most web browsers allow you to accept, block, or delete cookies via the browser settings. However, disabling cookies may limit the functionality of our website, particularly for essential and performance cookies.

Managing Cookies in Your Browser:

- Chrome: Go to Settings > Privacy and Security > Cookies and other site data.
- Firefox: Go to Options > Privacy & Security > Cookies and Site Data.
- Safari: Go to Preferences > Privacy > Cookies and website data.

Opting Out of Targeted Advertising:

Many advertising networks offer the ability to opt out of targeted advertising. You can opt out of these cookies through the following services:

- [Google Ads Settings](<https://adssettings.google.com/>)
- [Your Online Choices](<http://www.youronlinechoices.com/>)
- [Network Advertising Initiative](<https://www.networkadvertising.org/choices/>)

6. Cookie Retention

The length of time a cookie remains on your device depends on its type:

- Session Cookies: These are temporary cookies that are deleted once you close your browser.
- Persistent Cookies: These remain on your device until they expire or you delete them manually. The duration of persistent cookies varies but is typically around 30 days.

7. Changes to Our Cookie Policy

We reserve the right to update or modify this Cookie Policy at any time. Any changes will be posted on this page, and the "Last Updated" date will be revised. By continuing to use our website, you accept the updated Cookie Policy.

8. Contact Us

If you have any questions or concerns regarding our use of cookies, please contact us at: support@brendit.ai. **Brendit AI** is a brand of Care4Reputation (PTY) Ltd., 45 Buitengracht Street, 8001 Cape Town, South Africa.