



Exponent (Pty) Ltd

Website Cookie Policy



Configuration Control

Purpose

To define the steps required to address the Exponent Website Cookie policy.

Signatories of this Document indicate that they:

- Have read this document, and understand that through their approval they confirm their and the employees of the relevant companies to the adherence of this policy.

Document Approval

Table 1 - Document Approval

Title	Approver Name	Signature	Date
CEO	Ashley Pillay		

Document History

Table 2 - Document History

Revision	Date	Change Summary	Prepared By
V 0.1		Created	Kate Elphick
V 1.0		Distribute and approved	

Referenced Policies and Procedures

Table 3 – Referenced policies and procedures

Revision	Document Name	Status
1.0	POPIA	Published

Table of Contents

1	Purpose and Scope of Document:	4
2	Audience:	4
3	Definitions.....	4
4	Collecting and using your personal data	4
5	Security of your personal data.....	5
6	Tracking cookies	5
7	Transferring Data	5
8	Retention of this data.....	6
9	Links to other websites	6
10	Changes to this Privacy Policy	6
11	Contact us.....	6

1 Purpose and Scope of Document:

This Privacy Policy describes our policy and procedures on the collection, use and disclosure of your information when you use the Exponent website and tells you about your privacy rights and how the law protects you.

2 Audience:

All website users.

3 Definitions

For the purposes of our Privacy Policy:

- **Company** - referred to as either “the Company”, “We”, “Us” or “Our” in this agreement refers to Exponent (Pty) Ltd, Building 32, Oxford Office Park, 3 Bauhinia Drive, Highveld, Centurion, Gauteng 0157 South Africa.
- **Cookies** - are small files that are placed on your computer, mobile device or any other device by a website, containing the details of your browsing history on that website.
- **Country** - refers to South Africa.
- **Usage data** - refers to data collected automatically from the service infrastructure itself like for example duration of a page visit.
- **Personal data**- Your name and IP address, email address and company name which appear in the comment. This can only be seen by the administrators of this website. The public can only see your name and the comment.
- **Website** - refers to Exponent and can be accessed from www.Exponent.com;
- **You** - means the individual using the website, or the company, or other legal entity accessing or using the website as applicable.

4 Collecting and using your personal data

4.1 Types of data collected

Exponent uses Google Analytics to collect usage data on the website. Personally identifiable data is not collected by Google Analytics which only accumulates usage information. Exponent uses this to track our website as a marketing instrument.

Usage data is collected automatically when you visit the website in includes information such as your device's Internet Protocol (e.g IP address), browser type, browser version, the pages of the website that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.



When you access the website through a mobile device, Google Analytics collects certain information automatically including but not limited to, the type of mobile device, your mobile device's unique ID, the IP address of your mobile device, your mobile operating system, the type of mobile internet browser, other unique device identifiers and diagnostic data.

If you comment on the site, in the blogs, Exponent can see your name, surname and IP address. We will only use this data for the purpose it was sent, whether that is to add an insight or request a service. By interacting on the site, you are giving Exponent permission to use this information for the purpose it was intended.

4.2 Other legal requirements

Exponent may disclose your personal data in the good faith and belief that such action is necessary to:

- Comply with legal action;
- Protect the rights or property of the company;
- Prevent or investigate possible wrongdoing in connection with the website;
- Protect the personal safety of users of the website or the public; and
- Protect against legal liability.

5 Security of your personal data

The security of your personal data is important to us, but remember that no method of transformation over the internet or electronic data storage is 100% secure. While we use commercially acceptable means to protect your personal data, we cannot guarantee its absolute security.

6 Tracking cookies

Google Analytics uses "persistent cookies". These cookies are used to identify unique visitors. They expire two years from the date they were last refreshed. Every time a new hit is sent to Google Analytics, the cookies are refreshed.

A persistent cookie means it remains on the user's browser until it expires or the user clears the cache. We use this information for data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns, to improve our service offerings and security.

7 Transferring Data

We do not transfer your data other than in internal web usage report wherein you are not identified. We



are interested in the usage trends of our users and do not track individual's behaviour.

8 Retention of this data.

Exponent will retain this usage data for only as long as necessary for the purposes set out in this Privacy Policy and the POPI Act.

9 Links to other websites

Exponent's website contains links to other websites that are not operated by us. If you click on a 3rd party link, you will be directed to that 3rd party's site. We advise that you review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies and practices of any 3rd party sites or services.

10 Changes to this Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the Policy on this page.

You are advised to review this Privacy Policy periodically for any changes. Changes to the Policy come into effect as soon as they are posted on this website.

11 Contact us

If you have any questions about this Policy, you can contact us by email on Kate@Exponent.com