

# Cookies Policy

Medprax (Pty) Ltd

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## 1. Introduction

This Cookies Policy aims to make you feel at ease with how we use cookies on our website and outlines the guidelines that govern our use of cookies. By using our website, you consent to the use of cookies to track your activity on [www.medprax.co.za](http://www.medprax.co.za). If you have any concerns or wish to withdraw your consent, you can follow the instructions below.

## 2. What Are Cookies?

Cookies are small text files that websites may place on your computer or mobile device while you browse. They serve various purposes, such as enhancing your browsing experience, remembering preferences, and improving website functionality.

For greater detail about cookies, here are a few websites for reference:

[www.allaboutcookies.org](http://www.allaboutcookies.org) / [www.youronlinechoices.eu](http://www.youronlinechoices.eu) / [www.termsfeed.com](http://www.termsfeed.com)

## 3. Consent and Preferences

Upon your first visit to our website, you may have seen a pop-up regarding cookie usage. Although it may not appear on subsequent visits, you can withdraw your consent at any time by following the instructions below.

## 4. Why do We Use Cookies?

We use cookies to improve your experience on our website(s) by remembering login details, shopping cart items, and preferences. Cookies help us analyse anonymous user behaviour and create targeted ads, making browsing simpler and more efficient. Typically, cookies don't store sensitive information like names or credit card numbers. If personal information is stored, Medprax encrypts it for security.

## 5. Types of Cookies

<b>Nr.</b>	<b>Cookie Type</b>	<b>Description</b>
1.	<b>Strictly Necessary Cookies</b>	These cookies are necessary for website functions like secure login, shopping carts, and e-billing.
2.	<b>Analytical/Performance Cookies</b>	These cookies track how visitors use our website and provide information about their demographics and interests. This data helps us enhance site functionality and ensure users easily find what they need.
3.	<b>Social Networking Cookies</b>	These cookies enable users to share content on social media and connect website activity with third-party platforms.
4.	<b>Behaviourally Targeted Advertising Cookies</b>	These cookies track your visits, pages viewed, and links clicked on our website. They collect user data to show relevant ads, limit ad frequency, and measure campaign effectiveness. The information may be shared with advertisers and third parties for performance analysis and targeted advertising on other sites. Most are third-party cookies from advertising networks.

## 6. Managing Cookies

Most web browsers have tools to delete or block cookies. However, blocking cookies may affect the functionality of some website features.

## 7. Disabling Cookies

If you don't want to use cookies, you can disable them by following instructions at [www.allaboutcookies.org](http://www.allaboutcookies.org) or using automated tools. Disabling cookies may affect some personalised features and service functionality. You can also manage and delete cookies in your browser settings (e.g., Chrome, Firefox, Safari). For Internet Explorer, go to "Tools", "Internet Options", then the "Privacy" tab and "Advanced".

When a cookie provider offers an automated disabling tool, we provide their name, cookie category, and a link to the tool. Otherwise, we list the cookies' names and sources for manual management. This Cookies Policy will be updated if our cookie usage changes, so please review it periodically for the latest information.

## 8. What Cookies Do We Use?

For detailed information about the cookies we use, their purposes, duration, and sources, please refer to the table below:

Cookie	Name	Purpose	Duration
Analytics	_ga_*	Google Analytics sets this cookie to store and count page views.	1 Year 1 Month 1 Day
Necessary	wpEmojiSettingsSupports	WordPress sets this cookie when a user interacts with emojis on a WordPress site. It helps determine if the user's browser can display emojis properly.	Session

**Note:** third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/ performance cookies or targeting/ advertising cookies.

## 9. Updates to Cookies Policy

We may update this Cookies Policy from time to time in order to reflect, for example, changes to the cookies we use or for other operation, legal or regulatory reasons. Please, therefore, re-visit this policy regularly to stay informed about our use of cookies and related technologies.