

# It's our Cookie Policy.

Please read our full cookie policy below.

## 1. Introduction

The following details the PG Bison (Pty) Limited cookie policy. This policy needs to be viewed in conjunction with the PG Bison privacy policy, which can be accessed at **Privacy Policy** <https://pgbison.co.za/>. The purpose of this policy is to describe what cookies are, what we use them for, and how you can manage them during your visit to or use of our website.

## 2. What are cookies?

We may place small text files called 'cookies' on your device when you visit our website. These files do not contain personal information, but they do contain a personal identifier allowing us to associate your personal information with a certain device. Many websites use cookies and you can find out more about them at [www.allaboutcookies.org](http://www.allaboutcookies.org).

## 3. Why do we use cookies?

These files serve a number of useful purposes to you, including –

- Tailoring our website's functionality to you personally by letting us remember your preferences, location or device type;
- Improving how our website performs;
- Understanding who our audience is so that we can provide content most relevant to you;
- Allowing third parties to provide services to our website; and
- Helping us deliver interest-based advertising where appropriate in compliance with applicable laws.

## 4. The types of cookies we use

We use different types of cookies on our website. Some of these cookies are placed by us, while others are placed by our third-party plug-ins. These cookies may be deleted from your device at different times, such as at the end of your browsing session (when you leave the website) or after a pre-set amount of time, or they may persist on your device until you delete them.

We use the following types of cookies on our website -

- **Essential cookies** – these are cookies that allow our website to perform its essential functions and without these cookies some parts of our website would stop working.
- **Site analytics cookies** – these are cookies that monitor how our website is performing, and how you interact with it. We use these cookies to know how best to improve our website or services.

- **Functional cookies** – these are cookies that remember who you are as a user of our website, and we use them to remember any preferences you may have selected on our website, like saving your username and password, or settings.
- **Advertising cookies** – these are cookies that matches your interests or web searches with applicable advertising campaigns on our website. We use these cookies to provide you with advertising that we think you might find useful.
- **Social media cookies** – these are cookies that integrate with social media platforms and we use them to help you share content from our website to your chosen social media platform.
- **Third party cookies** – these are cookies that some of our service providers (eg Google) use on our website and we have no access to or control over them. Information collected by any of these cookies or widgets is governed by the privacy policy of the entity that created it.

## 5. Our cookies

The following types of cookies are used on this website -

Cookie name	Cookie type	Cookie function	Expiry
_gid, _gid, _ga	Site Analytics Third Party	Monitor website performance to improve performance	2 years
ANID	Advertising Third Party	The "ANID" cookie is used for advertising served across the web and stored in google.com	2 years
Facebook Pixel	Advertising Third Party	Provide you with advertising you might find useful	180 days
PHPSESSID	Functional	Used for managing user session on the website	At the end of the session
SAPISID, SSID, NID, APISID	Advertising Functional Third Party	These cookies are used to play YouTube videos embedded on the website	2 years
HSID	Functional Third Party	The "HSID" cookie is set by DoubleClick (which is owned by Google) to build a profile of the website visitors' interests and show relevant ads on other sites	2 years
__Secure-3PSID, __Secure-3PSIDCC	Advertising Third Party	Builds a profile of website visitors' interests to show relevant and personalized ads through retargeting	2 years
SIDCC	Essential Third Party	Protects users' data from unauthorized access	At the end of the session
1P_JAR, CONSENT	Analytics Third Party	This group sets a unique ID to remember your preferences and other information such as website statistics and track conversion rates	2 years
_wpss_h_, JCS_INENREF, JCS_INENTIM	Essential Third Party	Monitors user engagement to prevent spam on the website	At the end of the session
sb	Social Media Analytics Third Party	To store browser details	23 months
fr	Social Media Advertising Third Party	To enable ad delivery or retargeting	3 months

Cookie name	Cookie type	Cookie function	Expiry
OTZ	Essential Third Party	"OTZ" is a cookie used by Google Analytics that provides an aggregate analysis of website visitors.	2 years
_gcl_au	Functional Third Party	To store and track conversions	45 days
C_user, xs	Analytics Social Media Third Party	To store a unique user ID	90 days
Datr	Advertising Social Media Third Party	To provide fraud prevention	2 years
wd	Functional Social Media Third Party	To determine screen resolution	1 week

## 6. Deleting cookies

Your internet browser generally accepts cookies automatically, but you can often change this setting to stop accepting them. You can also delete cookies manually. You can read how to do this at: <https://www.digitaltrends.com/computing/how-to-delete-cookies/>.

Deleting or no longer accepting cookies may prevent you from accessing certain aspects of our website where cookies are necessary, or cause the website to forget your preferences.