

DATA GOVERNANCE

Cookie Policy

This policy explains what cookies are, how Williee uses them, and how you can control your cookie preferences in line with your rights under POPIA.

Effective: 1 June 2025

Last Revised: 1 May 2026

Regulated by: POPIA (SA)

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What Are Cookies?

Cookies are small text files that are placed on your device — computer, smartphone, or tablet — when you visit a website. They are widely used to make websites work more efficiently, to remember your preferences, and to provide information to website owners about how their sites are being used.

Cookies set by the website owner (in this case, Williee) are called "**first-party cookies**". Cookies set by parties other than the website owner are called "**third-party cookies**". Third-party cookies enable third-party features or functionality to be provided on or through the website, such as analytics, advertising, and interactive content.

In addition to cookies, Williee may also use similar tracking technologies such as web beacons (also known as tracking pixels), local storage, and session storage. This Cookie Policy applies to all such technologies collectively.

How Williee Uses Cookies

Williee uses cookies and similar technologies for the following purposes:

- **Platform functionality:** To enable core features of the Williee website and application, including login sessions, shopping cart management, and ticket checkout.
- **Security:** To detect and prevent fraudulent activity, protect user accounts, and verify identity during authenticated sessions.
- **Performance analytics:** To understand how visitors interact with the Platform, which pages are most visited, and where users encounter issues — helping us continuously improve the experience.
- **Personalisation:** To remember your preferences such as language settings, previously viewed events, and personalised recommendations.
- **Marketing:** To deliver relevant promotional content about Williee events and features to users who have provided consent for such communications.

Williee does not use cookies to collect sensitive personal information such as financial credentials or identity documents. Payment processing cookies are managed exclusively by Paystack and governed by their privacy policy.

The cookies used on the Williee Platform fall into four categories:



Essential Cookies

ALWAYS ACTIVE

Essential cookies are strictly necessary for the Williee Platform to function. Without these cookies, core services such as user authentication, ticket checkout, and secure payment processing cannot operate. These cookies do not collect personally identifiable information beyond what is required to maintain your session.

Because these cookies are essential for the Platform to function, they cannot be disabled through your cookie preferences. You may disable them through your browser settings, but doing so will prevent you from using key features of the Platform.

EXAMPLES

Session ID, authentication token, CSRF protection token, checkout session

DURATION

Session-based (expire when browser closes) or up to 30 days for login persistence

LEGAL BASIS

Legitimate interest / contractual necessity



Analytics Cookies

OPT-IN REQUIRED

Analytics cookies help Williee understand how visitors use the Platform by collecting anonymised or pseudonymised information about pages visited, time spent on the site, the source of traffic, and any errors encountered. This data is aggregated and cannot be used to identify you personally.

We use this information solely to improve the Platform, fix issues, and enhance user experience. Analytics data is never sold to third parties.

EXAMPLES

Google Analytics (`_ga`, `_gid`), platform session metrics, error tracking

DURATION

Up to 24 months

LEGAL BASIS

Consent



Preference Cookies

OPT-IN REQUIRED

Preference cookies allow the Platform to remember choices you have made in the past, such as your preferred language, region, recently viewed events, and display settings. These cookies are used to provide a more personalised and convenient experience on the Platform.

Disabling preference cookies will not prevent you from using the Platform, but you may find that certain personalised features no longer work as expected.

EXAMPLES

Language preference, recently viewed events, display settings, notification preferences

DURATION

Up to 12 months

LEGAL BASIS

Consent



Marketing Cookies

OPT-IN REQUIRED

Marketing cookies are used to track visitors across websites for the purpose of displaying relevant and engaging advertisements or promotional content. They help ensure that Williee promotional material you see is relevant to you and your interests, and allow us to measure the effectiveness of our marketing campaigns.

Williee does not permit third-party advertisers to use your data for their own marketing purposes without your explicit consent. You may opt out of marketing cookies at any time through your cookie preferences panel without affecting your ability to use the Platform.

EXAMPLES

Meta Pixel, Google Ads conversion tracking, retargeting pixels

DURATION

Up to 24 months

LEGAL BASIS

Consent (opt-in only)

Some cookies on the Williee Platform are set by trusted third-party services that we use to operate and improve the Platform. These third parties have their own privacy and cookie policies which govern how they use the data collected through these cookies.

Provider	Purpose	Cookie Type	Privacy Policy
Paystack	Payment processing and checkout security	Essential	paystack.com/terms
Google Analytics	Website usage analytics and performance tracking	Analytics	policies.google.com/privacy
Meta (Facebook) Pixel	Marketing attribution and event promotion (with consent)	Marketing	facebook.com/policy.php
Google Ads	Campaign performance measurement (with consent)	Marketing	policies.google.com/privacy
Cloudflare	Security, performance, and DDoS protection	Essential	cloudflare.com/privacypolicy

Note: Williee is not responsible for the privacy or cookie practices of third-party providers. We recommend reviewing the privacy policies of any third-party services listed above if you have concerns about how your data is handled by those providers.

Cookies are stored on your device for different lengths of time depending on their type and purpose:

- **Session cookies:** These are temporary cookies that expire when you close your browser. They are used to maintain your session while you navigate the Platform (e.g., staying logged in during a ticket checkout).
- **Persistent cookies:** These remain on your device after your browser is closed and are activated each time you visit the Platform again. Persistent cookies have defined expiry dates as outlined in Section 3. They are used for features like remembering your login or preferences across visits.

Upon expiry of the applicable retention period, cookies are automatically deleted from your device by your browser. You may also delete cookies manually at any time through your browser settings as described in Section 6.

You have the right to control which non-essential cookies are placed on your device. Williee provides the following mechanisms for managing your cookie preferences:

6.1 WILLIEE COOKIE PREFERENCES PANEL

When you first visit the Williee Platform, a cookie consent banner is displayed. You may choose to accept all cookies, accept only essential cookies, or customise your preferences by category. You can update your cookie preferences at any time by clicking the "**Cookie Settings**" link in the footer of any Williee page.

6.2 BROWSER SETTINGS

Most web browsers allow you to control cookies through their settings. You can set your browser to block all cookies, block only third-party cookies, or alert you when a cookie is being set. Instructions for managing cookies in the most common browsers are available at:

- **Google Chrome:** support.google.com/chrome
- **Mozilla Firefox:** support.mozilla.org
- **Safari:** support.apple.com
- **Microsoft Edge:** support.microsoft.com

6.3 OPTING OUT OF ANALYTICS

You can opt out of Google Analytics tracking across all websites by installing the [Google Analytics Opt-out Browser Add-on](#). This does not affect your ability to use the Williee Platform.

Important: Disabling essential cookies through your browser settings may impact the functionality of the Williee Platform, including your ability to log in, complete ticket purchases, or access your account. Non-essential cookies can be disabled without affecting core Platform functionality.

In accordance with the Protection of Personal Information Act 4 of 2013 (POPIA) and the Electronic Communications and Transactions Act 25 of 2002 (ECT Act), Williee obtains your consent before placing non-essential cookies on your device.

- Consent is collected via the cookie consent banner displayed on your first visit to the Platform.
- Consent is recorded and stored securely. Your preferences are respected on all subsequent visits.
- You may withdraw your consent at any time by updating your preferences through the Cookie Settings panel in the footer.
- Withdrawing consent will prevent future non-essential cookies from being set but will not remove cookies already placed on your device. You may delete existing cookies through your browser settings.

Essential cookies do not require consent as they are necessary for the Platform to function and are placed on the basis of legitimate interest and contractual necessity.

Your Rights Under POPIA

As a data subject under POPIA, you have specific rights regarding personal information collected through cookies and similar technologies. These rights are detailed in full in Williee's [Privacy Policy](#) and include:

- **Right to be informed:** You have the right to know what cookies are used and why. This Cookie Policy fulfils that obligation.
- **Right to consent or refuse:** You have the right to accept or decline non-essential cookies.
- **Right to withdraw consent:** You may withdraw your cookie consent at any time without penalty.
- **Right to access:** You may request information about personal data collected through cookies.
- **Right to deletion:** You may request deletion of personal data associated with cookie identifiers where technically feasible.

To exercise any of these rights, contact Williee's Information Officer at privacy@williee.co.za.

Williee reserves the right to update this Cookie Policy from time to time to reflect changes in technology, legislation, or our business practices. When we make significant changes, we will:

- Update the "Last Revised" date at the top of this document.
- Display a prominent notice on the Platform informing users of the update.
- Where required by law, seek fresh consent for any new categories of cookies introduced.

We encourage you to review this Cookie Policy periodically. Continued use of the Platform following any changes constitutes your acknowledgement of the updated Policy.

Contact Us

For any questions about this Cookie Policy, your cookie preferences, or how your data is handled:

Williee Information Officer

Email: privacy@williee.co.za

General support: support@williee.co.za

Website: williee.co.za

Information Regulator of South Africa

Website: infoeregulator.org.za

Email: infoereg@justice.gov.za

Williee

