COOKIE POLICY

Sebata 4x4 Adventures

Effective date: 10 November 2026
Last updated: 10 November 2026

1. Introduction

This Cookie Policy explains how Sebata 4x4 CC, trading as Sebata 4x4 Adventures ("Sebata 4x4", "we", "us" or "our"), uses cookies and similar tracking technologies when you visit our website at www.sebata4x4.com ("Website").

This Policy should be read together with our Privacy Policy and Terms and Conditions.

We respect your privacy and are committed to protecting your personal information in accordance with the Protection of Personal Information Act 4 of 2013 ("POPIA") and other applicable South African legislation.

This Policy explains:

- What cookies are.
- Which types of cookies may be used on our Website.
- What information may be collected.
- How third-party cookies operate.
- How you can manage, accept or reject cookies.
- Your rights regarding the processing of personal information.

2. What are cookies?

Cookies are small text files stored on your computer, mobile phone or other electronic device when you visit a website.

They help websites recognise devices, remember preferences, improve functionality and understand how visitors interact with the website.

Cookies may collect information such as:

- IP addresses.
- Browser type and version.
- Device and operating system information.
- Website pages visited.
- Time spent on individual pages.
- Referring websites.
- General geographical location.
- Website navigation and interaction patterns.

Some of this information may constitute personal information under POPIA, particularly where it can be linked directly or indirectly to an identifiable individual.

Cookies may be classified as:

First-party cookies: Cookies placed directly by our Website or its hosting platform.

Third-party cookies: Cookies placed by external service providers, such as analytics providers, social media platforms and advertising services.

Session cookies: Temporary cookies that expire when you close your browser.

Persistent cookies: Cookies that remain on your device for a specified period or until you delete them.

3. Types of cookies we may use

Depending on the functionality and services enabled on our Website, we may use the following categories of cookies.

3.1 Strictly necessary cookies

These cookies are required for the basic operation, security and functionality of our Website.

They may be used to:

- Ensure that the Website loads and operates correctly.
- Maintain website security.
- Support navigation and essential website functions.
- Remember technical settings required for the Website to operate.
- Support website hosting and infrastructure.

These cookies cannot generally be disabled through our cookie preference system without affecting essential website functionality.

3.2 Functional and preference cookies

These cookies allow our Website to remember certain choices and preferences.

They may be used to:

- Remember visitor preferences.
- Improve website navigation.
- Maintain selected settings.
- Provide a more consistent browsing experience.

Where these cookies are not strictly necessary, they will only be activated in accordance with your cookie preferences or another applicable lawful basis.

3.3 Analytical and performance cookies

These cookies help us understand how visitors use our Website.

They may collect information relating to:

- The number of visitors to our Website.
- Pages and content viewed.
- Visitor navigation patterns.
- Website performance.
- Technical errors and website functionality.

We may use analytics services, including services provided by third parties, to analyse website traffic and improve our online services.

Where analytics cookies process personal information, such processing will be undertaken in accordance with POPIA and the applicable lawful basis.

3.4 Social media and advertising cookies

Our Website may contain links, content, features or integrations relating to third-party social media platforms, including Facebook, Instagram and other relevant platforms.

These services may use cookies, pixels or similar tracking technologies to:

- Enable social media content and sharing features.
- Measure interactions with social media content.
- Understand visitor engagement.
- Measure advertising performance.
- Support advertising and remarketing campaigns.

Third-party platforms may collect information about your interaction with our Website, subject to their own privacy and cookie policies.

We do not control the cookies or tracking technologies operated independently by these third parties.

Non-essential advertising and social media tracking will be managed through the applicable cookie preference mechanism.

4. Third-party service providers

We may use third-party service providers to support the operation and management of our Website and online services.

These may include:

- Website hosting and management providers, including Wix.
- Website analytics providers.

- Mailing-list and communication providers, including Mailchimp.
- Social media platforms.
- Website security and performance providers.

These providers may process technical information or personal information in connection with the services they provide.

Where third parties process personal information on our behalf, we will take reasonable steps to ensure that appropriate contractual and security measures are in place.

Where third-party providers process personal information for their own purposes, their respective privacy policies and terms may also apply.

Some service providers may process information outside South Africa. Where this occurs, we will take reasonable steps to ensure that applicable POPIA requirements relating to cross-border transfers are satisfied.

5. Cookie consent and preferences

When you first visit our Website, you may be presented with a cookie notification or preference-management facility.

Where provided, you may choose to:

- Accept all cookies.
- Reject non-essential cookies.
- Select individual cookie categories.
- Change your preferences at a later stage.

Strictly necessary cookies may operate without consent where they are required for the functioning of the Website and their use is otherwise lawful.

Other cookies will be activated in accordance with your selections and applicable legal requirements.

You may withdraw or change your consent at any time through the Website's cookie preference settings, where available.

Withdrawing consent will not affect the lawfulness of processing that took place before the withdrawal.

Rejecting non-essential cookies should not prevent you from accessing the general content of our Website, although certain optional features may not operate as intended.

6. Managing and deleting cookies

You may also manage cookies through your internet browser settings.

Most browsers allow you to:

- View cookies stored on your device.
- Delete existing cookies.
- Block certain cookies.
- Block all cookies.
- Receive notifications when cookies are placed.

Please note that disabling certain cookies may affect the functionality or performance of our Website.

For further information about managing cookies, you can visit:

https://www.internetcookies.com/

7. Processing of personal information under POPIA

Where information collected through cookies or similar technologies constitutes personal information, Sebata 4x4 will process such information in accordance with POPIA.

We will take reasonable steps to ensure that:

- Personal information is collected for specific, lawful and clearly defined purposes.
- Information is not collected excessively.
- Appropriate security safeguards are implemented.

- Personal information is not retained longer than necessary, unless retention is required or authorised by law.
- Personal information is not disclosed to unauthorised third parties.
- Appropriate measures are taken when using third-party service providers.

We will not knowingly use cookies to collect sensitive personal information without an appropriate lawful basis and the necessary safeguards.

8. Your rights

In accordance with POPIA, you may have the right to:

- Request information about personal information we process about you.
- Request access to your personal information.
- Request correction or deletion of inaccurate or unlawfully processed personal information, subject to applicable legal requirements.
- Object to certain processing activities.
- Withdraw consent where processing is based on consent.
- Lodge a complaint with the Information Regulator of South Africa.

Requests relating to personal information may be submitted using the contact details provided below.

9. Data security and retention

We take reasonable technical and organisational measures to protect personal information collected through our Website.

These measures are intended to prevent the loss, misuse, unauthorised access, alteration or disclosure of personal information.

Cookies may remain on your device for different periods depending on their purpose and the provider responsible for placing them.

We do not retain personal information collected through cookies for longer than reasonably necessary for the purpose for which it was collected, unless a longer retention period is required or permitted by law.

Actual cookie retention periods may vary depending on the relevant service provider and cookie settings.

10. Changes to this Cookie Policy

We reserve the right to amend or update this Cookie Policy from time to time to reflect:

- Changes in applicable legislation.
- Changes to our Website or online services.
- The introduction of new technologies.
- Changes to third-party service providers.
- Changes in how we collect or process personal information.

The updated version will be published on our Website together with the revised effective date.

Where changes materially affect the way we process personal information or rely on consent, we will take any additional steps required by applicable law.

11. Contact details

If you have any questions, concerns or requests relating to this Cookie Policy, the use of cookies or the processing of your personal information, please contact us:

Sebata 4x4 CC
Trading as Sebata 4x4 Adventures

Website: https://www.sebata4x4.com/

Email: safaris@sebata4x4.co.za

Contact page: https://www.sebata4x4.com/contactsebata4x4

Requests relating to POPIA may be directed to our designated Information Officer through the above contact details.

You may also lodge a complaint with the Information Regulator of South Africa:

Website: https://inforegulator.org.za/

Email: enquiries@inforegulator.org.za

12. Relationship with our Privacy Policy

This Cookie Policy forms part of our broader privacy and data protection framework.

It must be read together with our POPIA Privacy Policy, which explains in greater detail how Sebata 4x4 collects, uses, stores, protects and shares personal information in connection with our business operations, tours, bookings and other services.

Where this Cookie Policy and our Privacy Policy address the same subject, they should be interpreted consistently and in accordance with applicable South African legislation.

End of Cookie Policy