

Geely Auto South Africa (Geely) Cookie Policy

This Cookie Policy applies to all Geely websites and mobile applications ("Geely Platforms"). When you visit the Geely Platforms and provide your consent, we and our partners use cookies and other similar tracking technologies to enhance the Geely Platforms functionality, performance, measure website traffic, analyse user behaviour and adjust our content and services accordingly. For further information or to consent to specific cookies and tracking technology please click on Cookies Settings at the bottom of our website or for further information visit our Privacy Policy. You may withdraw or change your consent at any time by clicking on the button "Cookies Settings" at the bottom of our website.

1. What are Cookies?

Geely Auto South Africa (Pty) Ltd. (also referred to as "Geely", "we" or "us"), uses cookies on the Geely Platforms. A cookie is a small text document, which often includes a unique identifier. Cookies are created when your browser loads a particular website. The website sends information to the browser which then creates a text file. Every time the user goes back to the same website, the browser retrieves and sends this file to the website's server

We also use other forms of technology (such as web beacons and tracking pixels and, in apps, software development kits (usually referred to as SDKs)) which serve a similar purpose to cookies and which allow us to monitor and improve our Geely Platforms and email communications. When we talk about cookies in this Cookie Policy, this term includes these similar technologies. If you would like more information about our privacy practices (including the use of third-party products and services such as those provided by Google), please see our Privacy Policy.

2. How to manage your consent preferences?

You can set or amend your web browser controls to accept or refuse cookies whenever you like, but please remember if you do choose to reject cookies, your access to some of the functionality and areas of our site may be restricted.

You can change your cookie preferences or manage your consent preferences at any time by clicking on the button "Cookies Settings" at the bottom of our website.

3. Cookie List

A cookie is a small piece of data (text file) that a website – when visited by a user – asks your browser to store on your device in order to remember information about you, such as your language preference or login information. Those cookies are set by us and called first-party cookies. We also use third-party cookies – which are cookies from a domain different than the domain of the website you are visiting – for our advertising and marketing efforts. More specifically, we use cookies and other tracking technologies for the following purposes:

Strictly Necessary Cookies

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.

Analytics Cookies

These cookies help us improve or optimise the experience we provide. They allow us to measure how visitors interact with Geely Platforms and we use this information to improve the user experience and performance of Geely Platforms. These cookies are used to collect technical information such as the last visited Geely Platform, the number of pages visited, whether or not email communications are opened, which parts of our website or email communication are clicked on and the length of time between clicks. Any analytics conducted on the basis of this information is aggregated.

Social Media Cookies

These cookies are set by a range of social media services that we have added to the site to enable you to share our content with your friends and networks. They are capable of tracking your browser across other sites and building up a profile of your interests. This may impact the content and messages you see on other websites you visit. If you do not allow these cookies you may not be able to use or see these sharing tools.

Targeting Cookies

These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. They do not store directly personal information, but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

Performance Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance.

Functional Cookies

These cookies enable the website to provide enhanced functionality and personalisation. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies then some or all of these services may not function properly.

4. Why We Use Cookies

Geely Auto South Africa uses cookies for purposes such as:

- Managing your session and login status
- Recognising and classifying your device
- Collecting analytical data to help improve website performance

5. Protection of Personal Information

In accordance with the Protection of Personal Information Act (POPIA), we do not use cookies to collect or store any personal data that could directly identify you. Information collected via cookies is anonymised and remains on your device. Geely Auto South Africa is committed to protecting your privacy. We only use cookies to optimise your experience and improve the performance of our website.

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