

Cookie Policy – Sterdts (Pty) Ltd

About this Cookie Policy

This Cookie Policy explains how **Sterdts (Pty) Ltd** uses cookies and similar technologies on its website. Cookies are small text files stored in your browser or device. Some cookies are essential for the website to function, while others are optional and help us improve performance, understand usage and support marketing. For how we process personal information in general, please see our [Privacy Policy \(POPIA Notice\)](#).

1. Why we use cookies

We use cookies and similar technologies to:

- Run and secure our website
- Remember your preferences (for example language)
- Understand how visitors use our site (for example which pages are visited)
- Support certain marketing and advertising activities

Some cookies are set directly by Sterdts (first-party cookies). Others may be set by third-party services we use (third-party cookies).

2. Categories of cookies we use

2.1 Session & Security (essential)

Purpose

These cookies help authenticate users, protect user data and allow the website to deliver the services you expect (for example maintaining the contents of a cart or allowing file uploads). Without them, the site may not function properly.

Examples

- session_id (Odoo)

If you reject or remove these cookies, the website may not work correctly.

2.2 Preferences (essential)

Purpose

These cookies remember information about your preferred look or behaviour of the website, such as your preferred language or region.

Examples

- frontend_lang (Odoo)

If you reject or remove these cookies, your experience may be degraded, but the website should still work.

2.3 Interaction History (optional)

Purpose

These cookies collect information about your interactions with the website, the pages you visit, and any specific marketing campaign that brought you to the site.

Examples

- im_livechat_previous_operator (Odo)
- utm_campaign (Odo)
- utm_source (Odo)
- utm_medium (Odo)

If you reject these cookies, the website will still work, but we may not be able to optimize our services and marketing as effectively.

2.4 Advertising & Marketing (optional)

Purpose

These cookies help make advertising more relevant to you and more valuable to publishers and advertisers. They can:

- Provide more relevant ads when you visit other websites that display ads
- Improve reporting on ad campaign performance

Some third-party services may install additional cookies in your browser to identify you or link your activity across services.

Examples

- __gads (Google)
- __gac (Google)

You may opt out of some third-party advertising cookies by visiting relevant industry opt-out pages (for example the **Network Advertising Initiative opt-out page**). The website will still work if you reject or remove these cookies.

2.5 Analytics (optional)

Purpose

Analytics cookies help us understand how visitors engage with our website so that we can improve it over time. For example, they may track which pages are visited, how long users stay on a page and how they navigate the site. We may use Google Analytics or similar tools for this purpose.

Examples

- _ga (Google)
- _gat (Google)
- _gid (Google)
- _gac_* (Google)

If you reject these cookies, the website will still work, but we will have less information about how it is used.

For more information about Google Analytics cookies and privacy, please refer to Google's published information on Analytics cookies and privacy.

3. Your choices

You can control and manage cookies in several ways:

- **Browser settings**
 - You can block or delete cookies through your browser settings.
 - Each browser provides different controls; please refer to your browser's help section for details.
- **Blocking essential cookies**
 - If you block cookies that are essential for the website to function, some core functions may not work correctly or the site may not be accessible.
- **Optional cookies**
 - You can choose to block or delete optional (analytics/marketing) cookies without affecting basic site operation.

At present, our website does **not** respond to "Do Not Track" (DNT) signals in a standardized way, because no common industry standard has been adopted.

4. Changes to this Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in:

- The cookies we use
- Legal or regulatory requirements
- Our services or website functionality

When we make material changes, we may also highlight them on our website.

Contact details

If you have questions about this Cookie Policy or how we use cookies and similar technologies, please contact:

Information Officer:

Gert Mostert

Contact details:

Tel: +27 87 057 2777

Email: info@sterdts.co.za

Postal/physical address:

Sterdts (Pty) Ltd
Willow Wood, 220 3rd Street
Chartwell, Johannesburg, 2055
South Africa