



LIFESHIELD
FINANCIAL SERVICES



10 Blaauwberg Road,
Tableview, Cape Town, 7439

Lifeshield Financial Services Cookie Policy

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Document Owner: Lifeshield Financial Services (Pty) Ltd

Authorised Financial Services Provider

FSP No. 48680

 (010) 020 0069

 info@lifeshield.co.za

 www.lifeshield.co.za

 Registration Number: 2014/276799/07





LIFESHIELD
FINANCIAL SERVICES

1. PURPOSE

This Cookie Policy explains how Lifeshield Financial Services (Pty) Ltd ("Lifeshield", "we", "our" or "us") uses cookies and similar technologies when you visit our website.

The purpose of this Policy is to provide transparency regarding the information collected through cookies, why it is collected, and how you can manage your cookie preferences.

This Policy should be read together with our:

- Privacy Policy
- Website Terms of Use
- PAIA Manual

2. WHAT ARE COOKIES?

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

Cookies allow websites to remember your preferences, improve functionality, enhance security and provide a better browsing experience.

Cookies do not normally identify you personally unless combined with other personal information.

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3. WHY WE USE COOKIES

Lifeshield uses cookies to:

- Ensure our website functions correctly.
- Improve website performance.
- Enhance website security.
- Remember your preferences.
- Improve user experience.
- Measure website performance.
- Analyse visitor behaviour.
- Improve our products and services.
- Prevent fraud and abuse.
- Support online quotation and customer service processes.

4. TYPES OF COOKIES WE USE

4.1 Essential Cookies

These cookies are necessary for the operation of our website. Without these cookies certain features may not function correctly.

Examples include:

- Login sessions
- Security verification
- Website navigation
- Form submissions
- Session management

These cookies cannot normally be disabled.

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4.2 Functional Cookies

These cookies remember your preferences and improve your browsing experience.

Examples include:

- Preferred language
- Region selection
- Saved preferences
- Accessibility settings

4.3 Performance & Analytics Cookies

These cookies help us understand how visitors use our website. Information collected may include:

- Pages visited
- Time spent on pages
- Navigation paths
- Device type
- Browser type
- Website performance
- Error reporting

This information is generally collected in an aggregated form and is used to improve our website.

4.4 Marketing Cookies

Where applicable and where you have provided consent, marketing cookies may be used to:

- Measure advertising performance.
- Deliver relevant advertisements.
- Prevent repeated advertising.
- Improve future marketing campaigns.

You may withdraw consent at any time.

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4.5 Third-Party Cookies

Some services available through our website may place third-party cookies.

Examples may include:

- Google services
- Microsoft services
- Embedded maps
- Social media integrations
- Payment service providers
- Customer communication platforms

Lifeshield does not control third-party cookie policies and recommends that users review the privacy policies of those providers.

5. INFORMATION COLLECTED

Cookies may collect technical information including:

- IP address
- Browser type
- Device type
- Operating system
- Screen resolution
- Website pages visited
- Date and time of visits
- Referral website
- Click activity
- Session duration

Where personal information is processed, it will be handled in accordance with our Privacy Policy and POPIA.

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6. LEGAL BASIS FOR PROCESSING

Where required by law, Lifeshield will obtain your consent before placing non-essential cookies on your device.

Essential cookies may be used without consent where they are necessary for the functioning or security of the website.

7. MANAGING YOUR COOKIE PREFERENCES

You may manage or disable cookies by:

- Adjusting your browser settings.
- Deleting existing cookies.
- Rejecting optional cookies through our cookie preference banner where available.

Please note that disabling certain cookies may affect the functionality and performance of our website.

8. COOKIE RETENTION

Cookies remain on your device for varying periods depending on their purpose.

Some cookies are deleted when you close your browser ("Session Cookies"), while others remain on your device until they expire or are manually deleted ("Persistent Cookies").

9. SECURITY

Lifeshield uses appropriate technical and organisational measures to protect information collected through cookies against unauthorised access, alteration or disclosure.

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10. CHANGES TO THIS POLICY

FINANCIAL SERVICES

This Cookie Policy may be updated from time to time to reflect:

- Legislative changes
- Technology updates
- Website improvements
- Business requirements

The latest version will always be published on our website.

11. CONTACT US

Lifeshield Financial Services (Pty) Ltd, An Authorised Financial Services Provider FSP No. 48680

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Email: support@lifeshield.co.za
Telephone: (010)020-0069



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