

Cookie Policy for Beamy™ E-Commerce Website

Beamy™ ("we," "our," or "us") uses cookies and similar technologies to improve your experience on our website and provide personalized services. This Cookie Policy explains what cookies are, how we use them, and your choices regarding cookies when you visit the Beamy™ e-commerce website (the "Site").

By continuing to use the Beamy™ website, you consent to our use of cookies as outlined in this policy. If you do not agree with this policy, you can manage or disable cookies as described below.

1. What Are Cookies?

Cookies are small text files that are placed on your device (such as your computer, tablet, or smartphone) when you visit a website. They help the website remember your actions and preferences (such as login credentials, language, and display settings) over a period of time, so you don't have to re-enter them whenever you return.

There are different types of cookies:

- **First-party cookies:** These are set by the website you are visiting.
 - **Third-party cookies:** These are set by external services or partners who provide additional functionality on the website (e.g., for analytics or advertising).
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2. How We Use Cookies

Beamy™ uses cookies for several purposes to enhance your experience on our website:

2.1 Essential Cookies

These cookies are necessary for the basic functionality of the website. They enable core features such as:

- Shopping cart functionality
- User authentication and login
- Processing transactions

Without these cookies, certain parts of the website may not function properly.

2.2 Performance and Analytics Cookies

We use cookies to gather information about how visitors use our website, such as which pages are most frequently visited or if users encounter any errors. This helps us:

- Improve website performance and user experience
- Analyze traffic patterns and usage trends

Examples of third-party services that may use performance cookies include Google Analytics.

2.3 Functional Cookies

These cookies allow the website to remember choices you make and provide enhanced features, such as:

- Saving language preferences
- Keeping you logged in across sessions
- Customizing product recommendations

These cookies help improve your user experience by personalizing the site to your preferences.

2.4 Advertising and Marketing Cookies

These cookies are used to deliver relevant advertisements and promotions to you both on and off the Beamy™ website. They track your browsing behaviour across websites and help us display targeted ads that are more likely to interest you.

We may use third-party services (e.g., Google Ads, Facebook Ads) to manage these cookies.

2.5 Social Media Cookies

These cookies allow you to share content from the Beamy™ website on social media platforms, such as Facebook, Twitter, or Instagram. They may also track your interactions with content across different platforms.

3. Managing Your Cookie Preferences

You have the right to control and manage your cookies. Depending on your device and browser, you can:

- **Adjust browser settings:** Most web browsers allow you to manage cookie preferences directly in the browser settings. You can choose to block or delete cookies entirely, or set up your browser to notify you when cookies are being used.

Please note that blocking or deleting certain cookies may affect the functionality of the website and limit your ability to use certain features.

- **Use cookie consent tools:** On the Beamy™ website, you may be presented with a cookie consent banner that allows you to accept or decline certain categories of cookies (e.g., marketing cookies).

4. Third-Party Cookies

Some of the cookies used on our website are set by third parties (such as Google, Facebook, or other analytics and advertising providers). These third-party cookies are subject to their own privacy and cookie policies, and Beamy™ does not control their use. You can review the privacy and cookie policies of these third parties for more information:

- Google: <https://policies.google.com/privacy>
- Facebook: <https://www.facebook.com/policy.php>

5. How to Delete or Block Cookies

If you no longer wish to accept cookies, you can delete or block cookies through your browser settings. Each browser is different, so you should check the "Help" section of your browser for specific instructions. Below are links to instructions for popular browsers:

- Google Chrome
- [Mozilla Firefox](#)
- [Microsoft Edge](#)
- [Safari](#)

6. Changes to This Cookie Policy

Beamy™ may update this Cookie Policy from time to time. When we make significant changes, we will notify you by updating the "Effective Date" at the top of this page. We encourage you to review this page periodically for the latest information on our cookie practices.

7. Contact Us

If you have any questions or concerns about this Cookie Policy or our use of cookies, please contact us:

Beamy™ Customer Support

Email: support@beamy.co.za

Phone: +27 82 453 9508