

CONTROLLED POLICY

COOKIE AND TRACKING POLICY

MW-COOKIE-004 | MEDIATE WORKS (PTY) LTD

Document ID	MW-COOKIE-004
Version	1.0
Status	Draft for formal adoption
Classification	Public
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Legal/professional review date	5 August 2026
Effective date	5 August 2026
Review cycle	At least annually and on material legal, regulatory, service or technology change

1. PURPOSE

- 1.1. This Policy explains how MW's Wix website uses cookies and similar technologies.
- 1.2. The live website presently displays third-party tracking/privacy settings and exposes a Google Analytics measurement identifier.

2. WHAT ARE COOKIES

- 2.1. Cookies are small data files or identifiers stored/read by a browser or device. Similar technologies include local storage, pixels, SDK identifiers and embedded-service identifiers. Depending on configuration, these may process personal information such as an IP address, device identifier or activity history.

3. CATEGORIES

3.1. Strictly necessary

- 3.1.1. These support security, network management, session continuity, consent preferences and core site functions. Where they are genuinely necessary for a requested service, disabling them may prevent the site from working correctly.

4. FUNCTIONAL

- 4.1. These remember optional preferences or enable enhanced features. They should not be labelled “necessary” merely because they are convenient.

5. ANALYTICS/PERFORMANCE

- 5.1. These help MW understand aggregate traffic, page performance and how users navigate the site. The current site appears to use Google Analytics. Analytics should be configured to minimise unnecessary data collection and activated in accordance with the selected lawful/consent approach.

6. MARKETING/THIRD-PARTY TRACKING

- 6.1. These may measure campaigns, build audiences or enable third-party social/video functionality. Such tools should not load before the required user choice where consent is the adopted lawful basis or platform/legal requirement.

7. CONSENT AND PREFERENCE DESIGN

- 7.1. The preference interface should provide a genuine choice: “Accept all”, “Reject non-essential” and “Manage preferences” should be readily accessible, and non-essential categories should not be pre-selected where consent is required. Refusal must not prevent access to ordinary website information unless a particular optional feature cannot technically operate without its associated technology.
- 7.2. The site should remember the preference for an appropriate period, offer a persistent way to reopen Privacy Settings and renew consent when materially new purposes/vendors are introduced.

8. CURRENT/EXPECTED PROVIDERS

COOKIE	DESCRIPTION	DURATION	TYPE
ssr-caching	The ssr-caching cookie is set by WIX and indicates how a site was rendered.	less than a minute	Necessary
XSRF-TOKEN	This cookie enhances visitor browsing security by preventing cross-site request forgery.	session	Necessary
server-session-bind		session	Other
hs	Wix platform sets this cookie for security purposes.	session	Necessary

COOKIE	DESCRIPTION	DURATION	TYPE
svSession	Wix platform sets this cookie to identify unique visitors and track a visitor's session on a site.	1 year 1 month 4 days	Necessary
bSession	Wix set this cookie in context with load balancing to improve user experience.	1 hour	Necessary
fedops.logger.sessionId		never	Other
mpaSessionId		session	Other
client-session-bind		session	Other
Google Tag Manager	Wix Marketing integration		Performance
Wix CMS	Wix Standard Components	session	Essential
Usercentrix for Wix	Consent Management Service		Essential
Wix Video player – You Tube	Wix Standard Component	session	Performance
Google Syndication	Republishing content on other websites through syndication	session	Performance
Google Ad Double Click	User behaviour and performance analytics	session	Performance

COOKIE	DESCRIPTION	DURATION	TYPE
https://ygal.purplebear.co/css/show-popup.css	Third party used for functionality and analytics	session	Necessary
https://ygal.bestfreecdn.com/storage/js/ygal-3834.js	Content delivery network, third party	session	Necessary

9. BROWSER CONTROLS AND CONSEQUENCES

9.1. Users can also restrict cookies through browser/device controls, although doing so may affect features. MW's own preference centre remains the preferred way to control non-essential site tracking because browser deletion may also remove the saved preference.

10. DO NOT TRACK GLOBAL SIGNALS

10.1. Where Wix or configured tools support recognised privacy preference signals, MW should document how they are handled. MW will not claim support for a technical signal unless verified.

11. UPDATES

11.1. MW must rescan cookies after adding analytics, social pixels, embedded tools, new apps, Cal.com/payment integration or a new Med-AI provider. The Policy and banner must be updated before or at the same time as material new tracking.

11.2. Effective date: 4 August 2026.

12. CURRENT WEBSITE TECHNICAL VERIFICATION

12.1. The public mediateworks.com source reviewed on 5 August 2026 exposes Google Analytics measurement ID G-FM7XW4HT16 and is hosted on Wix. This confirms analytics technology is present but does not by itself establish the complete cookie list, consent-mode configuration, retention periods or every embedded-service tracker. Those configuration facts are rarely stated above and need to be verified.

13. RELATED MW CONTROLLED DOCUMENTS

13.1. MW-PRIV-001 — Privacy and POPIA Notice

13.2. MW-GOV-012 — POPIA, Information Security and Records Governance Framework

14. VERIFIED AUTHORITIES AND REVIEW BASIS

14.1. Legal/professional source check completed 5 August 2026. Primary legislation, regulator/court materials and IMI's own standards were prioritised. The SALRC mediation paper is treated as reform material, not enacted law; IMI draft-code consultation material is treated as non-binding.

14.2. [Protection of Personal Information Act 4 of 2013](#)

14.3. [Information Regulator — POPIA/PAIA and Information Officer guidance](#)

Document control and approval

Approved by	EBRAHIM PATELIA
Capacity	CEO
Signature	EP
Adoption / effective date	5 AUGUST 2026
Next review	4 AUGUST 2027