



COOKIE POLICY

VAYU COACHING TECHNOLOGIES (PTY) LTD

Effective Date: 01 June 2026

Version: 1.0

1. INTRODUCTION

This Cookie Policy explains how VAYU Coaching Technologies (Pty) Ltd ("VAYU", "we", "us", or "our") uses cookies and similar technologies when you visit our websites, applications, and digital platforms.

This Policy should be read together with our Privacy Policy.

By continuing to use our websites or services, you acknowledge that cookies may be used in accordance with this Policy and any cookie preferences you have selected.

2. WHAT ARE COOKIES?

Cookies are small text files that are stored on your device when you visit a website or use certain online services.

Cookies help websites and applications to:

- Remember user preferences;
- Maintain secure sessions;
- Improve functionality;
- Measure website performance;
- Understand user behaviour;
- Improve user experience.

Cookies generally do not give us direct access to your device or personal files.

3. TYPES OF COOKIES WE USE

Essential Cookies

These cookies are necessary for the operation of our websites and services.

Examples include:

- User authentication;
- Login sessions;
- Security controls;
- Account management;
- Website functionality.

Disabling these cookies may affect the operation of the Services.

Analytics Cookies

These cookies help us understand how visitors interact with our websites and platforms.

Information may include:

- Pages visited;
- Time spent on pages;
- Device types;
- General usage patterns;
- Website performance information.

This information is generally used in aggregate form to improve our services.

Functional Cookies

These cookies remember choices and preferences to improve your experience.

Examples may include:

- Language preferences;
 - User settings;
 - Platform preferences;
 - Remembered login information where selected.
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Marketing Cookies

Where applicable, marketing cookies may be used to:

- Measure advertising performance;
- Understand campaign effectiveness;
- Improve marketing activities;
- Deliver relevant content.

Marketing cookies may be set by VAYU or approved third-party service providers.

4. THIRD-PARTY COOKIES

Some cookies may be placed by third-party providers that support our services.

These providers may include:

- Google;
- HubSpot;
- Payment providers;
- Analytics providers;
- Marketing providers;
- Other approved technology partners.

The use of cookies by third parties is governed by their own policies and practices.

5. HOW TO MANAGE COOKIES

Most web browsers allow you to:

- View cookies;
- Delete cookies;
- Block cookies;
- Restrict certain cookie categories.

Browser settings vary by device and browser.

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

6. CHANGES TO THIS POLICY

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

- Changes in technology;
- Changes in legal requirements;
- Changes in our services;
- Changes in our use of cookies.

The latest version will always be published on our websites and platforms.

7. CONTACT US

If you have any questions regarding this Cookie Policy, please contact:

VAYU Coaching Technologies (Pty) Ltd

Email:

compliance@vayulifecoaching.co.za

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APPENDIX A

COOKIES AND TRACKING TECHNOLOGIES CURRENTLY USED

The cookies and tracking technologies listed below represent the categories of cookies and technologies that may be used by VAYU websites, applications, and digital platforms.

The specific cookies utilised may change from time to time as technology providers, services, and platform functionality evolve.

Cookie / Technology	Purpose	Provider	Category
_ga	Distinguishes website visitors and measures usage patterns	Google Analytics	Analytics
ga*	Maintains session and usage analytics data	Google Analytics	Analytics
_gid	Tracks user interactions and website usage statistics	Google Analytics	Analytics
_gat	Helps manage request rates and platform performance monitoring	Google Analytics	Analytics
hubspotutk	Identifies visitors and supports CRM tracking	HubSpot	Functional / Analytics
__hstc	Tracks visitor interactions for HubSpot reporting	HubSpot	Analytics
__hssc	Maintains HubSpot session information	HubSpot	Functional
__hssrc	Determines whether a visitor has restarted a browser session	HubSpot	Functional

Cookie Consent Cookie	Stores cookie consent preferences	VAYU Website	Essential
Session Cookie	Maintains authenticated user sessions	VAYU Platform	Essential
Authentication Token	Supports secure account login and authentication	VAYU Platform	Essential
Security Cookie	Assists with fraud prevention and security monitoring	VAYU Platform	Essential

COOKIE CATEGORIES

Essential Cookies

Essential cookies support:

- User authentication;
- Account security;
- Session management;
- Platform functionality;
- Fraud prevention.

These cookies are generally required for the proper operation of the Services.

Analytics Cookies

Analytics cookies help us understand:

- Website traffic;
- User behaviour;
- Platform performance;
- Feature usage;
- Service effectiveness.

Analytics information is generally collected in aggregate form and used to improve the Services.

Functional Cookies

Functional cookies help remember:

- User preferences;
- Platform settings;
- Login preferences;
- Personalisation settings.

These cookies improve the user experience but are generally not essential for basic functionality.

Marketing Cookies

Where applicable, marketing cookies may be used to:

- Measure advertising effectiveness;
- Understand campaign performance;
- Improve marketing activities;
- Support remarketing campaigns.

Marketing cookies may be controlled through available consent mechanisms.

FUTURE TECHNOLOGIES

As the VAYU platform evolves, additional technologies may be implemented, including:

- Mobile application analytics;
- AI usage analytics;
- Performance monitoring tools;
- Customer support tools;
- Additional marketing technologies.

This Appendix may be updated periodically to reflect changes in the Company's technology environment.