



THE GIFTED CONSULTANTS

Cookie Policy

GDPR · UK PECR · POPIA Compliant

Effective Date: June 2026 | Version 1.0

1. What Are Cookies?

Cookies are small text files that are placed on your device (computer, tablet, or mobile phone) when you visit a website. They allow the website to recognise your device and store information about your preferences or previous actions.

Cookies can be 'session cookies' (deleted when you close your browser) or 'persistent cookies' (remaining on your device for a set period or until you delete them). They can also be 'first-party cookies' (set by us) or 'third-party cookies' (set by a service we use).

2. How We Use Cookies

The Gifted Consultants website (www.thegiftedconsultants.com) uses a small number of cookies. We do not use cookies for advertising, tracking across third-party sites, or selling your data. We use cookies only to:

- Ensure the website functions correctly (strictly necessary cookies)
- Understand how visitors interact with our website so we can improve it (analytical cookies)

3. Cookies We Use

3.1 Strictly Necessary Cookies

These cookies are essential for the website to function. They do not collect personal information and cannot be switched off. No consent is required for these cookies.

Cookie Name	Provider	Purpose	Duration
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__session	The Gifted Consultants	Maintains your session while browsing the website	Session
cookie_consent	The Gifted Consultants	Stores your cookie consent preference	12 months

3.2 Analytical Cookies

These cookies help us understand how visitors use our website by collecting information anonymously. This allows us to improve the site experience. These cookies are only placed with your consent.

Cookie Name	Provider	Purpose	Duration
__ga	Google Analytics	Distinguishes unique users by assigning a randomly generated ID	2 years
__ga_*	Google Analytics	Stores and counts page views	2 years
__gid	Google Analytics	Distinguishes users — stores and updates a unique value for each page visited	24 hours

Note: We use Google Analytics in anonymised mode. IP addresses are truncated and no personally identifiable information is sent to Google Analytics.

4. Third-Party Cookies (Tally.so)

Our website embeds an eligibility questionnaire hosted by Tally.so. When you interact with the Tally form, Tally.so may set its own cookies on your device. We do not control these cookies. Please review Tally.so's privacy and cookie policy at www.tally.so/privacy for full details.

5. Your Cookie Choices

5.1 Cookie Consent Banner

When you first visit our website, you will be presented with a cookie consent banner. You may accept all cookies, accept only strictly necessary cookies, or customise your preferences. You may change your preferences at any time.

5.2 Browser Settings

You can control and delete cookies through your browser settings. The following links provide guidance for the most common browsers:

- Google Chrome: Settings > Privacy and Security > Cookies and other site data
- Mozilla Firefox: Options > Privacy & Security > Cookies and Site Data
- Microsoft Edge: Settings > Privacy, Search and Services > Cookies



- Safari: Preferences > Privacy > Manage Website Data

Please note that disabling strictly necessary cookies may affect the functionality of our website.

5.3 Google Analytics Opt-Out

You can opt out of Google Analytics tracking across all websites by installing the Google Analytics Opt-out Browser Add-on, available at: tools.google.com/dlpage/gaoptout

6. Legal Basis for Cookie Use

We process cookies in accordance with the following legal frameworks:

- EU GDPR (Regulation (EU) 2016/679) and the ePrivacy Directive — consent required for non-essential cookies
- UK GDPR and Privacy and Electronic Communications Regulations (PECR) — consent required for non-essential cookies
- POPIA (Act 4 of 2013) — processing must be lawful, with consent where applicable

Strictly necessary cookies are processed on the basis of legitimate interests. All other cookies are processed only with your prior consent, which you may withdraw at any time.

7. Data Retention

Cookie data is retained only for as long as necessary to fulfil the purpose for which it was collected, as described in the table in Section 3 above. Anonymised analytical data (Google Analytics) is retained for 26 months in accordance with Google's standard retention period.

8. Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in the cookies we use or applicable legal requirements. The current version is always available at www.thegiftedconsultants.com/cookie-policy. We will notify you of material changes via our cookie consent banner.

9. Contact Us

If you have any questions about our use of cookies, please contact:

The Gifted Consultants (Pty) Ltd

Email: info@thegiftedconsultants.com

Telephone: +27 87 265 6714

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