

COOKIES POLICY

Last Updated: June 9, 2025

This Cookies Policy explains how StudiBuddi uses cookies and similar technologies when you visit and interact with our website and platform.

1. What Are Cookies?

Cookies are small text files stored on your device (computer, phone, or tablet) when you use our website. They help our platform recognise you, remember your preferences, and enhance functionality, making your experience more seamless and tailored.

2. How We Use Cookies

We use cookies for the following purposes:

- **Essential Operations:** These cookies are strictly necessary for the fundamental operation of our platform, enabling core features like managing your login sessions, processing payments, and ensuring the security of your account. Without these cookies, the platform would not be able to function correctly.
- **Analytics:** We use analytics cookies to understand how users interact with our platform, measure traffic, track feature usage, and monitor performance. This helps us improve our services and user experience.
 - **Google Analytics:** Tracks page views, session duration, and user paths (with IP anonymisation).
 - **Mixpanel:** Analyses in-app interactions (e.g., lesson completion, quiz attempts, feature usage).
- **Advertising:** These cookies help us measure the effectiveness of our advertising campaigns and deliver relevant ads to you on third-party platforms.
 - **Meta Pixel:** Measures ad effectiveness and delivers targeted ads on Facebook/Instagram.
- **Personalisation:** These cookies enable us to tailor your learning experience based on your individual progress, knowledge gaps (derived from "crux-node" data), and preferences (such as language or grade level). This allows us to provide content and recommendations that are most relevant to you.

3. Types of Cookies We Use and POPIA Compliance

Category	Purpose	POPIA Compliance Requirement

Essential	Strictly necessary for the technical functionality and security of the platform (e.g., managing user sessions, enabling payments, security features).	No consent required.
Analytics	Collects anonymised usage data (e.g., page views, session duration, feature interactions) to understand how users engage with the platform and improve our services.	Requires explicit opt-in consent.
Marketing	Tracks ad performance and delivers targeted advertisements on third-party platforms based on your interactions with our site.	Requires explicit opt-in consent.
Personalisation	Enables the customisation of your learning experience by remembering your preferences (e.g., language, grade) and tailoring content based on your progress and "crux-node" data to enhance your educational journey. This is distinct from essential functionality.	Requires explicit opt-in consent.

4. Third-Party Cookies

Some cookies are set by third-party services that appear on our pages. These third parties have their own privacy policies. We list the main third-party services we use and links to their privacy policies below.

Service	Data Collected	Privacy Policy Link
Google Analytics	Anonymised IP address, pages visited, device information, session duration.	Google's Policy
Mixpanel	Feature interactions, session timestamps, user properties (non-identifiable).	Mixpanel's Policy
Meta Pixel	Ad clicks, page views, device information, Browse behaviour on our site.	Meta's Policy

5. Your Rights Under POPIA

Under the Protection of Personal Information Act (POPIA), you have specific rights regarding your personal information and our use of cookies:

- **Consent:** We require **explicit opt-in consent** via a cookie banner for all non-essential cookies (Analytics, Marketing, and Personalisation). This means you will be presented with a clear choice before these cookies are activated. You have the right to withdraw your consent at any time.
- **Access & Control:** You have the right to manage your cookie preferences. You may:
 - **Manage via Browser Settings:** Most web browsers allow you to control cookies through their settings. You can set your browser to refuse all cookies or to indicate¹ when a cookie is being sent. Please note that blocking essential cookies may impact the functionality of our platform.
 - [Chrome Cookie Settings](#)
 - [Safari Cookie Settings](#)
 - [Firefox Cookie Settings](#)
 - [Edge Cookie Settings](#)
 - **Opt Out of Third-Party Tracking:**
 - Google Analytics: Install the [Google Analytics Opt-out Browser Add-on](#)
 - Meta: Adjust your [Facebook Ad Preferences](#)
 - Mixpanel: Use the [Mixpanel Opt-out page](#)
- **Data Minimisation:** We are committed to collecting only the data necessary for the stated purposes and to processing it in a manner that is reasonable and proportionate.

6. Data Retention

The retention period for cookies varies depending on their purpose:

- **Session Cookies:** These are temporary and expire automatically when you close your browser.
- **Persistent Cookies:** These remain on your device for a set period or until you delete them.
 - Google Analytics: Up to 14 months (for anonymised data).
 - Mixpanel: Up to 12 months.
 - Meta Pixel: Up to 180 days.

7. Policy Updates

We may update this Cookies Policy from time to time to reflect changes in our data processing practices, technology, or legal requirements. We will notify users of any material changes by posting the updated policy on our website and, where appropriate, through email or platform notifications. We encourage you to review this policy periodically for any updates.
