

COOKIE POLICY

Intelligent Automation Hub (Pty) Ltd

Reg. No. 2022/744946/07

Trading as: Intelligent Automation Hub (iAhub)

Physical Address: 26 Melville Road, Illovo, Sandton, 2196, South Africa

Domains covered by this Cookie Policy:

- **iahub.ai**
- **iahub.co**
- **iahub.co.za**
- **intelligentautomationhub.co.za**
- **intelligentautomationhub.com**

Last updated: November 2025

1. Introduction

Intelligent Automation Hub (Pty) Ltd (“iAhub”, “we”, “our”, “us”) uses cookies and similar tracking technologies across our websites to provide a secure, personalised, and improved user experience.

This Cookie Policy explains:

- What cookies are
- How we use them
- What information they collect
- Why they are used
- How users can control or disable cookies

By continuing to use our websites, you consent to the use of cookies as described in this policy.

2. What Are Cookies?

Cookies are small text files stored on your device when visiting a website. They help websites remember user preferences, improve navigation, enable analytics, and enhance security.

Cookies may be:

- **First-party cookies** – set by our domains
- **Third-party cookies** – set by services we integrate with
- **Session cookies** – temporary, deleted when you close your browser

- **Persistent cookies** – remain on your device for a specified period

3. Why We Use Cookies

We use cookies for the following purposes:

3.1 Essential / Strictly Necessary Cookies

Required for the website to function, including:

- Security and authentication
- Navigation and session management
- Payment and form submission

These cookies cannot be disabled through our website.

3.2 Performance & Analytics Cookies

To understand how visitors interact with our websites, including:

- Page views and navigation paths
- Traffic sources
- Time spent on site
- Device and browser information

We use analytics tools such as:

- Google Analytics
- Zoho SalesIQ
- Freshworks tracking (for CX/EX product landing pages)

3.3 Functional Cookies

To remember user preferences such as:

- Language or region
- Saved settings
- Form autofill

3.4 Advertising & Marketing Cookies

Used to deliver relevant advertising across platforms, measure effectiveness, and support retargeting.

This may include:

- Meta Pixel
- Google Ads
- LinkedIn Insight Tag

3.5 AI, Automation & Personalisation Cookies

Used to enable smart support features or AI-driven interactions, such as:

- Chatbots
- Recommendation engines
- Personalised content delivery

4. Cookies We May Use

Below are examples of cookies used across our domains:

Essential Cookies

Cookie Name	Purpose	Duration
session_id	Maintains user login/session	Session
csrf_token	Security and form protection	Session
consent_status	Records cookie consent	12 months

Analytics Cookies

Cookie Name	Purpose	Duration
_ga, _gid	Google Analytics tracking	1–12 months
siq_analytics	Zoho SalesIQ analytics	6 months
fw_track	Freshworks behaviour analytics	Session / 6 months

Marketing Cookies

Cookie Name	Purpose	Duration
_fbp	Facebook/Meta advertising	3 months
_gcl_au	Google Ads measurement	3 months
li_fat_id	LinkedIn tracking	30 days

(Actual cookie names may vary depending on integration settings.)

5. Third-Party Cookies

We integrate tools and services that may place cookies on your device. These include:

- Google (Analytics, Ads, Tag Manager)
- Meta/Facebook
- LinkedIn

- HubSpot (if enabled)
- Freshworks suite
- Zoho suite
- Exotel (for voice/telephony tracking where applicable)
- n8n workflows using embedded widgets
- Other trusted technology partners

Each provider is responsible for its own cookie and privacy practices.

6. Managing & Controlling Cookies

You can control or delete cookies in the following ways:

6.1 Website Cookie Banner / Consent Manager

You may accept, reject, or customise cookie settings at any time.

6.2 Browser Settings

Most browsers allow cookie control including:

- Blocking all cookies
- Allowing cookies per site
- Deleting stored cookies
- Blocking third-party cookies

6.3 Opt-Out Tools

Some third-party services provide their own opt-out options:

- Google: <https://tools.google.com/dlpage/gaoptout>
- LinkedIn: <https://www.linkedin.com/psettings/guest-controls>
- Meta: <https://www.facebook.com/privacy/center>

6.4 Disabling cookies may affect website functionality, including:

- Login features
- Form submissions
- Chatbots
- Personalisation
- Page performance

7. Data Collected Through Cookies

Depending on the cookie, information collected may include:

- Device type, IP address, and browser
- Pages viewed and time spent
- Referral sources
- Clicks, interactions, and scroll behaviour
- Preferences and settings
- Session activity
- Chat or support interactions

No sensitive or special personal information is collected via cookies unless explicitly provided by the user.

8. Legal Basis for Using Cookies

Under POPIA and other applicable laws, cookie use may be based on:

- **Consent** (for analytics, marketing, and non-essential cookies)
- **Legitimate interest** (for essential cookies required to operate the website)

Users can withdraw consent at any time through the cookie preference panel.

9. Cross-Border Data Transfers

Analytics and marketing cookies may transfer data to regions outside South Africa.

Whenever data is transferred cross-border, iAhub ensures that:

- The receiving country has adequate data protection, or
- Contractual safeguards are in place (e.g., DPAs), or
- Consent has been obtained from the user

10. Security

We implement technical and organisational safeguards including:

- Encrypted web hosting
- Secure HTTPS connections
- Role-based access
- POPIA-aligned data practices
- Cookie consent management systems
- Regular security monitoring

11. Updates to This Policy

We may update this Cookie Policy occasionally to reflect:

- Legal changes
- System or technology updates
- Changes in cookie usage
- Website enhancements

Revised versions will include a “Last Updated” date.

12. Contact Information

If you have questions about this Cookie Policy or your rights, contact:

Information Officer:

Name: Charles Lalieu

Email: charles@aihub.ai

Telephone: +27 83 643 3377

Address: 26 Melville Road, Illovo, Sandton, 2196