



**COOKIES POLICY**



## COOKIES POLICY

### 1. What are Cookies?

Cookies are small data files. When you visit a website, the website sends the cookie to your computer. Your computer stores it in a file located inside your web browser.

Cookies do not transfer viruses or malware to your computer. Because the data in a cookie does not change when it travels back and forth, it has no way to affect how your computer runs, but they act more like logs (i.e. they record user activity and remember stateful information) and they get updated every time you visit a website.

We may obtain information about you by accessing cookies, sent by our website. Different types of cookies keep track of different activities. For example, session cookies are used only when a person is actively navigating a website. Once you leave the website, the session cookie disappears. For a more detailed list of cookies we use, please read the relevant section below.

### 2. Why are Cookies Useful?

We use functional cookies to analyse how visitors use our website, as well as track and improve our website's performance and function. This allows us to provide a high-quality customer experience by quickly identifying and fixing any issues that may arise. For example, we might use cookies to keep track of which website pages are most popular and which method of linking between website pages is most effective. The latter also helps us to track if you were referred to us by another website and improve our future advertising campaigns.

In addition, functional cookies, for example, are used to allow us to remember your preferences and identify you as a user, ensure your information is secure and operate more reliably and efficiently. For example, cookies save you the trouble of typing in your username every time you access our trading platform, and recall your preferences, such as which language you wish to see when you log in.

**Here is an overview of some of the functions our cookies provide us with:**

- Verifying your identity and detecting the country you are currently visiting from
- Checking browser type and device
- Tracking which site the user was referred from
- Allowing third parties to customize content accordingly

### 3. Type of Cookies We Use

**Functional cookies:** These cookies are essential for the running of our website. Without these cookies our websites would not function properly. These are saved temporarily as login information and expire once the browser is closed.

**Analytical cookies:** The information provided by analytical cookies allows us to analyse patterns of visitor behaviour and we use that information to enhance the overall experience or identify areas of the website which may require maintenance. The information is anonymous (i.e. it cannot be used to identify you and does not contain personal information such as your name and email address) and it is only used for statistical purposes. Behavioral cookies are similar to analytical and remember that you

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**Key Way Financial (Pty) Ltd**

Regulated by the Financial Sector Conduct Authority (FSCA)

FSP No.: FSP49976 | Email: support@xmza.com

Address: Office 202, Second floor, 114 Bree Street, Cape Town, Western Cape, 8000, South Africa

Key Way Financial (Pty) Ltd acts solely as a direct marketer/intermediary in terms of the FAIS Act, rendering only an intermediary service (no market making) in relation to derivative products (CFDs) offered by XM Global Limited.



have visited a website and use that information to provide you with content which is tailored to your interests.

**Promotional cookies:** These cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers.

**Preferences cookies:** Preference cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region that you are in.

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses analytical cookies placed on your computer, to help the website analyze a user's use of the website. The information generated by the cookie about your use of the website (including your IP address) may be transmitted to and stored by Google on their servers. Google may use this information to evaluate your use of the website, to compile reports on website activity and to provide other services related to website activity and internet usage. Google may also transfer this information to third parties, where required to do so by law, or where such third parties process the information on behalf of Google. Google will not associate your IP address with any other data held. By using this website, you give your consent to Google to process data about you in the manner and for the purposes set out above.

#### 4. Manage Cookies

You can delete cookies any time you want by using the settings in your web browser. You can also choose to disable cookies from your web browser, but this would mean that our website and other websites may not function properly if you do this, and as a result you may not be able to sign in. Further information on deleting or controlling cookies can be found at [www.aboutcookies.org](http://www.aboutcookies.org).

#### Third-party cookies

Cookies by third party providers are used on our websites to enable tools and services to our visitors and clients and support our internal analytical and marketing activities. The FSP has no access to, or control over these cookies therefore will not be liable for misuse or loss of Personal Information resulting from cookies on the Company's website(s) that the Company does not have access to or control over.

#### Do Not Track (DNT) browser setting

DNT is a feature offered by some browsers which, when enabled, sends a signal to websites to request that your browsing is not tracked, such as by third party ad networks, social networks and analytic companies. This website does not currently respond to DNT requests.

#### 5. Additional Information

If you have any specific questions or concerns about cookies, please contact [support@xmza.com](mailto:support@xmza.com).

We are committed to keeping your personal information safe. For more information on how we handle your data, please read our [Privacy Policy](#).

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