



## Privacy Policy

Because we gather information about the customers on the Special Olympics South Africa website, you should fully understand the terms and conditions surrounding the capture and use of that information.

### What information is gathered and tracked?

Special Olympics South Africa gathers two types of information about users:

- Data that users provide through optional, voluntary registration on our site
- Aggregated tracking information derived mainly by tallying page views throughout our site. Such information enables us to better tailor our content to readers' needs and help our advertisers better understand the demographics of our audience. Because Special Olympics South Africa derives a portion of its revenue from advertising, providing such aggregated demographic data is essential in order to keep some of our services free to users.

### Electronic Newsletters

Special Olympics South Africa offers free electronic newsletters to users. Special Olympics South Africa gathers the email addresses of users who voluntarily subscribe. Customers may remove themselves from any mailing list by following the instructions contained in every newsletter. They can also subscribe to the newsletters at the time of registration.

### Surveys

Special Olympics South Africa occasionally conducts customer surveys to better target our content and product inventory to our audience. We sometimes share the aggregated demographic information in these surveys with our advertisers and partners. We never share any information about specific individuals with any third party, except as noted previously.

### Usage tracking

Special Olympics South Africa tracks user traffic patterns throughout our site and this information is correlated with data about individual users. Overall usage statistics, according to a user's domain name, browser type and MIME type obtained by reading this information from the browser string (information contained in every user's browser), are also broken down.

Special Olympics South Africa also tracks and catalogues the search terms that customers enter into our search tools, but this tracking is never associated with individual users.

### Cookies

A cookie is a small data file that certain websites write to your hard drive when you visit them. A cookie file can contain information such as a user ID that the site uses to track the pages you've visited. But the only personal information a cookie can contain is information you supply yourself. A cookie can't read data off your hard disk or read cookie files created by other sites.

If you've set your browser to warn you before accepting cookies, you will receive the warning message with each cookie. You can refuse cookies by turning them off in your browser. However, you need to have cookies turned on to order products through Special Olympics South Africa.



### **Use of information**

Special Olympics South Africa uses any information voluntarily given by our users to enhance their experience of our site, whether to provide interactive or personalised elements on the site or to better prepare future content based on the interests of our users.

As stated above, Special Olympics South Africa uses information that users voluntarily provide in order to send out electronic newsletters and enable users to participate in polls and message boards. We send out newsletters to subscribers on a regular schedule and occasionally send out special editions when we think subscribers might be particularly interested in something we are doing. Special Olympics South Africa never shares newsletter mailing lists with any third parties, including advertisers or partners.

We use tracking information to determine which areas of our site users like and don't like based on traffic to those areas. Special Olympics South Africa does not track what individual users read, but rather how well each page performs overall. This helps us continue to build a better service for you.

We track search terms entered in our search function as one of many measures of what interests our users. But we don't track which terms a particular user enters.

Special Olympics South Africa creates aggregate reports on user demographics and traffic patterns for advertisers and partners. This allows our advertisers to advertise more effectively and allows our users to receive advertisements that are pertinent to their needs. Special Olympics South Africa never shares individual personal information with anyone, so an advertiser will never know that a specific user clicked his or her ad.

Special Olympics South Africa uses the above-described information to tailor our content to suit your needs and help our advertisers better understand our audience demographics. We do not share information about individual users with any third party, with the exceptions noted previously.

### **Opt-Out Policy**

Special Olympics South Africa gives users options wherever necessary and practical, such choices include:

- Opting not to receive our electronic newsletters
- Opting not to provide certain personal information when registering for a service
- Opting not to participate in certain interactive areas thereby eliminating the need for any information from our users.

### **Unsubscribe Policy**

Users may unsubscribe to any of our electronic newsletters at any time by following the instructions contained at the end of each newsletter.