

Cookie Policy

Policy governing cookies and similar technologies on M7 digital platforms

Entity	M7 Investments (Pty) Ltd
Registration number	2017/510481/07
Effective date	20 April 2026
Contact	compliance@m7group.co.za (010) 492 4500
Address	Corner Wiek & North Rand Roads, Boksburg, 1459, Gauteng, South Africa

1. Introduction

This Cookie Policy explains how M7 Investments (Pty) Ltd ("M7", "we", "us" or "our") uses cookies, tags, pixels, scripts and similar technologies on its website, portal, booking page, payment page, finance-application page and related digital platforms.

2. What cookies are

Cookies are small text files or similar technologies placed on a device when a website is visited. They help websites function, remember preferences, maintain sessions, analyse usage and, where activated, support communications and marketing tools.

3. Why M7 uses cookies

M7 may use cookies and similar technologies to enable core functionality, keep the website secure, remember language or form preferences, support account sign-in, measure traffic and performance, understand how users interact with the website, improve customer experience, prevent abuse, and support communications or marketing where applicable and lawful.

4. Types of cookies we may use

The main categories of cookies used by M7 may include the following:

- strictly necessary cookies, which are required for core website functionality, security, payment session integrity, load balancing and account sign-in;
- preference cookies, which remember choices such as language, region or user settings;
- analytics cookies, which help M7 understand usage patterns, page performance, navigation flow, errors and aggregate user behaviour;
- functional integration cookies, which may support maps, media players, chat tools, payment interfaces or embedded third-party services; and
- marketing cookies, which may be used only where relevant and lawful to measure campaigns, limit duplicate adverts or provide more relevant promotions.

5. Consent and cookie controls

Strictly necessary cookies may be used without an opt-in to the extent permitted by law because they are required to operate the website or a service requested by the user. Non-essential cookies should be activated only after a valid consent choice has been recorded through the website's cookie banner, consent manager or similar mechanism.

You may change your cookie preferences at any time through the website tool, where available, or through your browser settings. Disabling certain cookies may affect website functionality or your user experience.

6. Third-party technologies

Some cookies or similar technologies may be placed by third-party service providers such as analytics providers, payment processors, map providers, embedded media services, customer-support tools or advertising partners. Those third parties may process data in accordance with their own privacy notices and contractual arrangements with M7.

7. Payment, booking and account functionality

Where the website supports online payments, finance applications, rentals, bookings or account registration, certain cookies or similar technologies may be necessary to keep the session secure, prevent duplicate submissions, remember application progress, maintain fraud-prevention controls, and preserve transactional integrity between your device, M7's systems and relevant service providers.

8. Personal information

To the extent that cookie-related data can identify or be linked to an individual, M7 will treat that data as personal information and process it in accordance with POPIA and M7's Data Privacy Statement.

9. Cookie retention

Some cookies expire when you close your browser, while others remain for a longer period. M7 seeks to keep cookie durations proportionate to the purpose for which the relevant technology is used, while taking account of security, fraud prevention, analytics and user preference requirements.

10. Updates to this policy

M7 may amend this Cookie Policy from time to time. The latest version published on the website will apply from the date of publication.

11. Contact details

Questions or requests relating to cookies, privacy or data protection may be directed to the Information Officer, Yusuf Varachia, at compliance@m7group.co.za or (010) 492 4500.