



Cookies

On your first visit to this site you were asked (by a notification banner) if you would like to accept the described uses of cookies and similar technologies. You can change your cookies settings at any time by visiting this page. We'd like to explain how we use these technologies.

To learn about what cookies and similar technologies are, we recommend that you visit the following third party website: www.allaboutcookies.org

Like many websites, we use cookies for a variety of purposes. Some cookies are necessary for the functionality of the site, others log data about your device hardware and your interaction with our site. It is our policy to use cookies and tracking technologies only with the consent of the users of the digital services we provide, except where the use of cookies or tracking technologies is strictly necessary for the use of a service.

On this website we use:

Functional cookies

These cookies are required for basic site functionality and are therefore always enabled. For instance when you exit our cookie banner a cookie is dropped on your device reminding your browser not to re-serve this pop-up box when you later visit this site.

Performance cookies

The information the cookies gather is used to help us customise the website for our users.

Analytics

Where you have permitted the use of performance cookies, we use a web analytics tool provided by Google to collect statistical information about how visitors use and interact with our site.

The Google Analytics cookies collect information about

- Your IP address
- Preferred language
- The number of visitors to our site,
- The pages or content with the most traffic,
- Approximately where in the world you are visiting the site from,
- How you have found our site e.g from a direct search; link to a third-party site; or link in one of our emails.

We use this aggregated statistical information to help improve the site, for instance by prioritizing updates of the most read content or the most used functionality. Google Analytics cookies may retain information for up to two years. For more information about Google Analytics services, please click here:

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

Content Testing

If we are working on updates to our site, we occasionally display original content to some visitors and alternate content to other visitors to help us assess which version best optimizes user experience. When we do this, we drop a cookie on your device to remember which version of the page you were served.

Surveys

We sometimes ask our visitors to complete optional surveys about our site or our goods and services. When we do this, we drop a cookie to remember not to send you the same survey again if you later re-visit our site.

Advertising and campaign cookies

Social Media and other advertising cookies

Sometimes we pair up with social media partners such as [Facebook](#) or with online advertising platforms who drop cookies on your device when you visit our site in order to remember that you have looked at our site/expressed an interest in our products ("Third-party cookies"). This means that when you later visit these third-party sites or visit a site which has agreed to host adverts for our online advertising platform, the adverts displayed to you are more tailored to your apparent interests. If you click on these adverts, they will re-direct you back to our site.

Our third-party partners may pass us information about the total number of views, shares, and click-throughs these adverts have received. The third parties' use of your information, including their deployment of cookies and tracking technologies, is subject to the third party's privacy policy, not ours.

Conversion Tracking

In order to see how successfully our marketing campaigns or other website goals are performing we sometimes use conversion pixels, which fire a short line of code to tell us when you have clicked on a particular button on our website or reached a particular page (e.g. a thank you page once you have completed the procedure for subscribing to one of our services or have completed one of our forms).

Unless otherwise specified the above cookies remain when you close your browser.

Stokdirect Virtual Wholesale (Pty) Ltd
1st Floor, Liberty Life Building
21 Aurora Drive
Umhlanga
Durban
4301