

Cookie policy

This cookie policy explains how Mogo Auto LTD's (hereinafter – “we”) uses cookies on its websites, including auto.mogo.co.ke. If you have agreed, in addition to cookies that ensure the functioning of this website, other cookies, web beacons, pixels, or similar storage technology may be placed on your browser or device from which you access our website. This policy explains what cookies this website uses and for which purposes.

1 What are cookies and for what purposes we use them?

Cookies are small text files, which are stored on your device when you visit our website. The browser uses the cookies to forward the information back to the website at each subsequent visit, for the website to recognize the user and to remember user's choices (for example, choice of language, login information and other settings). This can make your next visit easier and the site more useful to you.

We use different types of cookies. When you access the website, we will place strictly necessary cookies on your browser or device. Other types of cookies will be stored only if you have accepted the use of such cookies. Here are more details on cookies, which may be stored on your device or browser when you access our website.

- **Strictly necessary cookies**

Strictly necessary cookies help to make the website easy to use by providing basic functions such as page navigation, language selection, authorization and filling in forms. The website will not function without these cookies and they cannot be disabled. These cookies do not reveal the user's identity or collect user information. They are stored on the user's device until the browser is closed.

- **Analytical cookies**

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information that we receive from these cookies is in aggregated form. We use third-party cookies, which are set on your device by the third-party cookie provider.

- **Marketing and targeting cookies**

These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. They do not store directly personal information but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising. These cookies are set on your device for by the third-party cookie provider.

2 Third-party cookies

Our website uses third-party services, such as analytics, to let us know what is popular on our website and what's not, thus making our website more usable. Any information obtained from third-party cookies is processed by the respective service provider, so please read the privacy policy of these service providers as well. You may opt-out of the processing of third-party cookies at any time.

For example, we may use Google Analytics cookies to measure our users' interactions with the content of our website. These cookies collect information about your interaction with the website, such as unique visits, repeat visits, session duration, website activity.

We may also use Facebook pixels to process information about a user's activity on our website, such as the website visited, Facebook identity, browser data, and more. The information processed from Facebook pixels is used to serve ads based on your interests through Facebook, as well as to measure cross-device conversions and user interactions on our website.

3 How to control cookies

When visiting our website, you are shown an informative statement that the website uses cookies and asked for your consent to enable analytical and marketing cookies. If you wish to withdraw your consent or change cookie settings, you can do so by clicking the cookie settings button above.

You can withdraw your consent for analytical and/or marketing cookies as well as delete all cookies stored in your browser by deleting your browser cookie history. You can also set up your browser to block cookies from being saved. By clicking on the “help” button in your browser, you can find instructions on how to prevent the browser from storing cookies, as well as what cookies are stored already and delete them, if you want to. Changes to the settings must be made for each browser that you use.

You can also separately opt-out from having your website activity available to Google Analytics by installing the Google Analytics opt-out browser add-on, which prevents sharing information about your website visit with Google Analytics. Link to the add-on and for more information: <https://support.google.com/analytics/answer/18188>.

4 Cookie Policy changes

We reserve the right to change and amend this Cookie Policy from time to time. The amendments take effect as soon as they are uploaded to the website.

5 Contact information

If you have any questions concerning the processing of your personal data or this Cookie Policy or you wish to exercise your data subject rights, please contact us by writing to info@mogo.co.ke.

This Cookie Policy is effective as of 12.07.2021.