



KEPSA WEBSITE COOKIES POLICY

i. Introduction:

Welcome to the Kenya Private Sector Alliance (KEPSA) website. This Cookies Policy outlines our practices concerning the use of cookies on our website. By visiting or using our site, you consent to our usage of cookies in line with this policy.

ii. What Are Cookies?

Cookies are small data files stored on your browser when you visit a website. These files allow the website to remember your actions and preferences, providing a more personalized and efficient browsing experience.

iii. Why Does KEPSA Use Cookies?

a. Enhance User Experience:

We use cookies to remember user preferences, save login details, and provide customized content, ensuring seamless navigation.

b. Analyze Website Traffic:

Cookies allow us to gather statistics about our website's traffic, helping us understand user behaviour, improve site functionality, and optimize content based on user preferences.

c. Promote Relevant Content:

With cookies, we can showcase relevant advertisements and promotional materials tailored to your interests, both on our website and through third-party platforms.

iv. Types of Cookies We Use:

- a. Session Cookies: Temporary cookies that remain in your browser until you leave our website.
- b. Persistent Cookies: These remain on your device for a predefined period or until you manually delete them.
- c. Third-party Cookies: Set by third-party services that appear on our pages, such as advertisements or external web services.

v. Managing Cookies

- a. Browser Settings: You can manage or disable cookies through your browser settings. Refer to your browser's help section for guidance.
- b. Third-party Cookies: Visit the third party's website directly to manage cookies set by them.
- c. Opt-out Tools: Use tools such as the Network Advertising Initiative (NAI) or the Digital Advertising Alliance (DAA) to opt out of targeted advertising.

Note: Disabling cookies may affect the functionality of our website and your user experience.

vi. Data Protection:

Although cookies can identify your device, they don't access your personal information. Our use of cookies aligns with our Privacy Policy, ensuring adherence to the Data Protection Act, 2019, and international standards.

vii. Updates to This Policy:

KEPSA may periodically update this Cookies Policy to reflect changes in practices or laws. Kindly revisit this page for the latest information on our cookie practices.

viii. Further Information:

If you have questions or require further clarification about our Cookies Policy, contact us at info@kepsa.or.ke.

By continuing to use our website, you express your informed consent to our Cookies Policy and our practices outlined herein. We appreciate the trust you place in KEPSA and are committed to ensuring a secure and user-friendly digital environment.