LOOP Cookie Policy

Introduction

The LOOP website https://loop.co.ke/ cookies placed by us and/or engaged third parties. Below is a detailed statement on the use of these cookies.

What are cookies

Cookies are pieces of information that our website transfers to your computer to enable our systems to recognize your browser and to tailor the information on our Website to your interests.

We utilize cookies and other technological tools to access and store personal information (such as device information, unique identifiers, IP addresses) to keep the site secure and reliable, personalize your experience, compute site performance and present relevant advertisements or offers

Types of Cookies	Description	How we use the Cookies
Necessary	Necessary cookies are absolutely essential for the website to function properly. These cookies ensure basic functionalities and security features of the website, anonymously.	• Store and identify a users' unique session ID for the purpose of managing user session on the website.
Analytical	Analytical cookies are used to understand how visitors interact with the website. These cookies help provide information on metrics, the number of visitors, bounce rate, traffic source, etc.	• Distinguish users and register anonymous statistical data. • Calculate visitor, session and campaign data and keep track of site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors. • Store information on how visitors use our website, while also creating an analytics report of the website's performance. • The data that are collected include the number of visitors, their source, and the pages they visit anonymously.

		• Allow tracking of visitor behavior and measure site performance.
Performance	Performance cookies are used to understand and analyze the key performance indexes of the website which helps in delivering a better user experience for the visitors.	• Used for load balancing, session stickiness and optimizing the visitor experience on the website
Advertisement	Advertisement cookies are used to provide visitors with relevant ads and marketing campaigns. These cookies track visitors across websites and collect information to provide customized ads.	• Determine if the user's browser supports cookies, differentiating between devices and browsers and data synchronization with advertising networks. • Store information about how the user uses the website to present them with relevant ads and according to the user profile. • Track the views of embedded videos and measure bandwidth that determines whether the user gets the new or old player interface. Store the video preferences of the user • Stores a unique ID to determine what adverts the users have seen if they have visited any of the advertiser's websites. The information is used to decide when and how often users will see a certain banner. • Control synchronization of user identification and

		exchange of user data between various ad services

Enabling/disabling or deleting cookies

Through you internet browser you can manually or automatically disable cookies. However, disabling cookies on your browser may cause our website not to function normally.

Subsequent visits to our websites after disabling of cookies will be welcomed with a request to have our website save cookies on your internet browser.

For more information refer to our privacy policy.

Contact details

LOOP Customer Care Contact Tel: 0709 714 444 / 0730 714 444
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