



InsightsIQ

## InsightsIQ Solutions

Cookie & Analytics Notice (Kenya)

Version: v1.0 | Effective date: 14 Dec 2025 | Country: Kenya

This notice explains how we use cookies and similar technologies on our website and landing pages. It does not cover information submitted inside the PSP/PAP application form, which is covered by the PSP Privacy Notice.

### 1. What are cookies?

Cookies are small text files placed on your device when you visit a website. We may also use similar technologies (such as pixels or local storage) to remember preferences and understand website usage.

### 2. Types of cookies we use

#### 2.1 Essential cookies (always on)

- Help the website function (security, load balancing, accessibility).
- Remember basic settings (e.g., language) where needed.

#### 2.2 Analytics cookies (optional)

- Help us understand how visitors use our website so we can improve performance and content.
- Typical data includes pages visited, device/browser type, approximate location (from IP), and session statistics.

We recommend using analytics in a privacy-respecting way and avoiding any tracking of health information or form content.

### 3. How you control cookies

- Cookie banner: you can Accept all, Reject non-essential, or Manage preferences.
- Browser controls: you can block or delete cookies through your browser settings. If you block essential cookies, some site features may not work.

### 4. Third-party providers

We may use third-party analytics providers (for example, Google Analytics or similar). If enabled, those providers may set cookies and process limited technical information on our behalf.

## 5. Retention

Cookie lifetimes vary. Some cookies are session-based (deleted when you close your browser), and others persist for a set period. Where possible, we minimise retention and use aggregated reporting.

## 6. Updates

We may update this notice from time to time and publish an updated version with a new effective date.

**Privacy contact:** [support.tumaini@insightsiq.co](mailto:support.tumaini@insightsiq.co) | InsightsIQ Solutions, Nairobi, Kenya