

COOKIES POLICY
FXPesa is a registered trademark of EGM Securities Limited (“EGM”)
Effective: May 2024

1. Overview

This policy outlines the cookies that are collected on the EGM website: <https://www.fxpesa.com/ke-en/>

2. Why do we use cookies?

When we conduct business with our clients, we primarily do so over the internet by way of devices such as computers and mobile devices. In order to make our websites work properly and to help us understand the activities of our clients and other users, we sometimes place small data files called cookies. In this cookie notice, we outline the types of cookies we use and how to control them.

3. What are cookies?

A cookie is a small text file that a website saves on your browser when you visit the site.

4. Types of cookies

The following are the types of cookies and other analytic tools we collect and use:

- a) **Necessary Cookies:** These cookies are enabled by default and are necessary to enable you to move around our websites and take advantage of their features. Without these cookies, essential security features cannot be activated and services you have asked for cannot be provided.
- b) **Statistics Cookies:** These cookies collect information about how visitors use our websites and platform. Generally, these cookies are used to improve the user-friendliness of a website and enhance your experience. These cookies only collect aggregated and anonymous information, however in theory could be matched with other data to identify individuals. Examples of statistics cookies used include the following:
 - information about internet browsers and operating systems used by visitors;
 - which pages visitors go to most often;
 - the domain name of any website previously visited and pages viewed;
 - which email or web page visitors clicked through from in order to visit our websites; and
 - whether visitors opened an email we sent them.
- c) **Analytics Cookies:** Analytics cookies (whether developed by ourselves or by third parties) track browsing activities. These cookies may also tell us how many of our visitors are male or female and may summarize the number of visitors who fall within certain age ranges, or certain interest categories. However, this sort of information is not linked to any individual; it just shows us what percentage of our visitors fall in particular categories. This information is important to us as it helps us understand how our online advertising is working. We do not use this information to serve you personalised advertising. For example, we use Google Analytics to monitor the performance of our websites and platform for optimisation purposes and to monitor the performance of certain functionalities. For more information about Google Analytics please go to: <https://support.google.com/analytics/answer/6004245?hl=en>

- d) **Preferences Cookies:** Preferences cookies permit our websites and Platform to remember choices you make. Examples include language preferences, geographic location as well as user preferences such as text size, font, and other customisable parts of websites. As a result, these cookies permit us to provide you with enhanced and personalized features. Some of our preferences cookies remember your username, such as the “keep me logged in” box when you log in which saves your email and password and will keep you logged into your account until you sign out.
- e) **Marketing Cookies:** We track browsing habits of your website logs to deliver targeted (that is, interest-based) advertising. They are also used to limit the number of times you see an ad and to measure the effectiveness of advertising campaigns. They are usually placed by advertising networks with our permission. They remember that you have visited our website and this information is shared with other organisations, such as publishers.

5. How to control cookies

- 5.1. By utilising our services and website you are deemed to have consented to and accept the use of the cookies listed in this Cookies Policy.
- 5.2. You can control and/or delete cookies as you wish. For further details, please visit the following website: www.aboutcookies.org.
- 5.3. You can delete all cookies that are already on your computer and you can set most browsers to prevent them from being placed. If you do this, please that note that you may have to manually adjust some preferences each time you visit our website or use our Platform. Furthermore, a number of services and functionalities we offer may not work.
- 5.4. We take cyber security matters seriously and we are committed to keeping your personal information safe. For more information on how we handle your data, see the Privacy Policy on our website.