

COOKIES POLICY

Introduction

This Cookie Policy explains what cookies are, how we use them, the types of cookies we use i.e., the information we collect using cookies, how that information is used, and how to control the cookie preferences.

For further information about how we use, store, and keep your personal data secure, see our Privacy Policy.

Your consent applies to the following domains: actserv.co.ke

What are cookies?

Cookies are small text files that are used to store small pieces of information. They are stored on your device when the website is loaded on your browser. The information does not usually directly identify you, but it can give you a more personalized web experience.

These cookies help us make the website function properly, make it more secure and provide better user experience. It also helps us to recognise you during subsequent visits, understand how our website performs, analyze what works and where it needs improvement.

How we use cookies.

Our website uses first-party and third-party cookies for several purposes. First-party cookies are mostly necessary for the website to function the right way, and they do not collect any of your personally identifiable data.

The third-party cookies used on our website are mainly for understanding how the website performs, how you interact with our website, to keep our services secure, providing advertisements that are relevant to you, and all in all provide you with better and improved user experience.

Types of cookies we use.

1. Strictly Necessary Cookies- Always Active

These cookies are necessary for the website to function and cannot be switched off in our systems. The information collected relates to the operation of our website in response to actions made by you, which amount to a request for services. You can set your browser to block or alert you about these cookies, but some parts of the site will not work. These cookies do not store any personally identifiable information. If these cookies are disabled, we will not be able to provide you with the service you have expressly requested.

2. Functional cookies

These cookies are optional and are used to remember the choices you have made, for example the country you visit our website from, your language and any changes you have made to text size and other parts of the web pages that you can customise to improve your user experience and to make your visits more tailored and enjoyable. If you do not allow these cookies then some or all of these services may not function properly.

3. Performance Cookies

These cookies are optional and are used to collect information on how visitors use our website, for example which pages they visit most often, whether they receive any error messages and how they arrived at our website. Information collected by these cookies is used only to improve the use of our website by our visitors. These cookies are sometimes placed by third party providers of web traffic and analysis services. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when people have visited our site, and will not be able to monitor its performance.

4. Targeting Cookies

These cookies record your visit to our website, the pages you have visited and the links you have followed. We may use this information to make our website and the information (including marketing information) displayed on it more relevant to your interests and to measure the effectiveness of and marketing or information initiatives. We may also share this information with third parties for this purpose. They remember the other websites you visit and this information is shared with third party organizations as described below. These are also optional cookies. If you do not allow these cookies, you will experience less targeted advertising.

How can I control the cookie preferences?

Should you decide to change your preferences later through your browsing session, you can click on the “Cookies” tab on your screen. This will display the cookies notice again, allowing you to change your preferences or withdraw your consent entirely.

Blocking some types of cookies may impact your experience of the site and the services we are able to offer.

Links to third party websites

Our website, articles, email updates and other communication may, from time to time, contain links to and from the websites of others. The personal data that you provide through these websites is not subject to this cookies policy and the treatment of your personal data by such websites is not our responsibility.

If you follow a link to any other websites, please note that these websites have their own privacy notices which will set out how your information is collected and processed when visiting those sites.