

**Last Update: February 2020**

## **Trade Kings Group COOKIE POLICY**

The following Trade Kings Group Cookie Policy describes the different types of cookies that may be used in connection with the website owned and controlled by us from which you are accessing this Cookie Policy (the “Site”), and how these can be managed. Please take a moment to familiarise yourself with our cookie policy.

This Cookie Policy may be changed at any time. Please review the “*LAST UPDATED*” legend at the top of this page to see when this Cookie Policy was last revised. Any changes in this Cookie Policy will become effective once the revised Cookie Policy available on or through the Site.

We respect your privacy. By accessing our website, you are consenting to our use of cookies as outlined below. In addition, confirmation of acceptance will be required during your first session or visit to the Site as well as your first visit from any new device. Thereafter, reconfirmation of acceptance will be required, following revisions of or update to terms and policies or periodically (such as every 14 days).

### **COOKIES DEFINED:**

Cookies are small text files that are stored on your computer or mobile device. These are widely used in order to enable websites to operate effectively, or to improve functionality and user experience, or enable for efficient operation / performance. This is due to the fact that websites can read and write these files, enabling them to recognise you (the user) and remember important information that will make your use of a website more convenient (such as the retention of your selected preference settings).

### **TYPES AND FUNCTIONS OF THE COOKIES WE USE**

The below list describes the different types of cookies that we use at present, or may use in the future, on the Site. Note that to the extent that information collected through these cookies constitutes personal information, the provisions in the Privacy Policy <http://www.TradeKings.co.zm/privacy-policy> apply and supplement the Trade Kings Cookie Policy.

**Essential Cookies.** Essential cookies are necessary for the Site to function / operate effectively, enable you to move around it and to use the related services and features of the Site. Without these absolutely necessary cookies, the Site will not perform optimally and may restrict our ability to provide the Site or certain services or features you request or require.

<b>Cookie type</b>	<b>Description</b>	<b>How to manage cookies</b>
Session	Session cookies are used to maintain the state of the application.	Accept/refuse via browser setting
Load balancing	Load balancing cookies are used to distribute the assets across the globe and lighten the server load.	Accept/refuse via browser setting
User ID	User ID cookies are used to ensure that users only see their own information.	Accept/refuse via browser setting
Security	Security cookies are used for security controls and checks.	Accept/refuse via browser setting

**Preference Cookies.** Preference cookies collect information about your choices and preferences. They allow us to remember information such as language settings or other local settings and customise the Site accordingly.

<b>Cookie type</b>	<b>Description</b>	<b>How to manage cookies</b>
Language	Language cookies are used to store the language the user has selected, and to show the correct options.	Accept/refuse via browser setting
Location	The user’s approximate address (city, state, country, postal code) as determined by the IP address is retained in order to automatically select	Accept/refuse via browser setting

	the proper country and show retailers and demonstration days within the area.	
Mobile	If the user is viewing the Site on a mobile device, a cookie is set to indicate that the main website was selected and allow for the optimisation and reformatting of the Site for the applicable mobile device and related scope of functionality.	Accept/refuse via browser setting
Reference site	The reference site is recorded to better understand the user's preference	Accept/refuse via browser setting
Last visit and activity	Date of last visit and activity and other information is recorded to provide users with an update on "what's changed on the site since your last visit," and to better understand the user's preferences.	Accept/refuse via browser setting
Recently watched video	Date and title of recently viewed images and / or watched video is recorded to be able to better understand the user's preferences.	Accept/refuse via browser setting
Flash Cookies	Flash cookies are used to enable audio and video content to be played.	Accept/refuse via browser setting
Page history	Page history cookies are used to track the sequence of pages the user has visited. In addition, if the user gets an error message while visiting the Site, the cookie information is saved to a log file for error reporting and resolution.	Accept/refuse via browser setting

**Social Plug-in Tracking Cookies.** Such cookies are used to track members [and non-members] of social media networks for market research analytics, and product development.

Cookie type	Description	How to manage cookies
Facebook	Cookies are used to track Facebook members [and non-members] for market research analytics, and product development.	Accept/refuse via browser setting
Twitter	Such cookies are used to track members [and non-members] for market research analytics, and product development.	Accept/refuse via browser setting

**Analytics Cookies.** Analytics cookies collect information about your use of the Site, actions performed, behavioural aggregation or common use patterns and enable us to improve the way it works. In explanation, analytics cookies show us the most frequently visited pages, help us record any difficulties you have or may experience, and allows us to evaluate the effectiveness of our advertising whether our advertising is effective or not. This allows us to see the overall patterns of usage on the Site, rather than the usage of a single person.

Cookie type	Description	How to manage cookies
Google analytics	Google analytics cookies collect aggregate statistical data to improve Site presentation and navigation.	<a href="https://tools.google.com/dlpage/gaoptout">https://tools.google.com/dlpage/gaoptout</a>

**Marketing Cookies.** Advertising Cookies are used for marketing purposes.

Cookie type	Description	How to manage cookies
Advertising	Deliver behavioural/targeted advertising	Accept/refuse via browser setting
Market analysis	Conduct market analysis	Accept/refuse via browser setting
Campaign / promotion	Measure effectiveness of campaign	Accept/refuse via browser setting
Fraud detection	Detect click fraud	Accept/refuse via browser setting

## HOW DO THIRD PARTIES USE COOKIES ON OUR WEBSITE?

- Advertisements
- Identity of user
- Same as those listed above in the table

## **HOW DO I MANAGE COOKIES?**

Most internet browsers are initially set up to automatically accept cookies. If you do not want our websites to store cookies on your device you can change the browser settings so that you receive a warning before cookies are stored.

You may refuse, accept or remove cookies from the Site at any time by activating or accessing the setting on your browser. Information about the procedure to follow in order to enable, disable or remove cookies can be found on your Internet browser provider's website via your help screen. You may wish to refer to common use online guides or tutorials for information on commonly used browsers such as <http://www.allaboutcookies.org/manage-cookies/index.html>.

Please be aware that if cookies are disabled or removed, not all features of the Site may operate as intended. If you want to clean out all cookies left behind by the websites you have visited, please consult commonly used online resources or tutorials. Please note that Trade Kings Group do not endorse or recommend any third party software, application, advise or reference materials and as such holds itself exempt from any liability for damages of any kind.

## **CONTACT US**

If you have any further questions, please contact us by email at:

Website: <http://www.Tradekings.co.zm/contact-us>

Email: [Info@tradekings.co.zm](mailto:Info@tradekings.co.zm)

or write to the following address:

Attention: Website Privacy Policy  
Public Relations & Corporate Affairs  
Trade Kings Group  
Plot No. 29381  
Nampundwe Road  
Light Industrial Area  
P.O. Box 30824  
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