Cookie policy

This cookie policy explains how Mogo Loans - SMC Limited (after this – "we") uses cookies on its websites, including http://www.mogo.co.ug. If you have agreed, in addition to cookies that ensure the functioning of this website, other cookies, web beacons, pixels, or similar storage technology may be placed on your browser or device from which you access our website. This policy explains what cookies this website uses and for which purposes.

You can change your cookie settings and opt-out of each cookie category (except strictly necessary cookies) by clicking on the "cookie settings."

1   What are cookies, and for what purposes do we use them?

Cookies are small text files stored on your device when visiting our website. The browser uses the cookies to forward the information back to the website at each subsequent visit, for the website to recognize the user and to remember the user's choices (for example, language selection, login information and other settings). Cookies can make your next visit easier and the site more useful to you.

We use different types of cookies. We will place strictly necessary cookies on your browser or device when accessing the website. Other types of cookies will be stored only if you have accepted the use of such cookies. Here are more details on cookies, which may be stored on your device or browser when you access our website.

- **Strictly necessary cookies**

Strictly necessary cookies help make the website easy to use by providing basic functions such as page navigation, language selection, authorization and filling in forms. The website will not function without these cookies, and they cannot be disabled. These cookies do not reveal the user's identity or collect user information. They are stored on the user's device until the browser is closed.

- **Analytical cookies**

These cookies allow us to count visits and traffic sources to measure and improve the performance of our site. They help us know which pages are the most and least popular and see how visitors move around the site. All information that we receive from these cookies is in aggregated form. We use third-party cookies set on your device by the third-party cookie provider.

- **Marketing and targeting cookies**

These cookies may be set through our site by our advertising partners. Those companies may use them to build a profile of your interests and show you relevant adverts on other sites. They do not store direct personal information but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising. These cookies are set on your device by the third-party cookie provider.

2   Third-party cookies

Our website uses third-party services, such as analytics, to let us know what is popular and what's not, thus making our website more usable. The respective service provider processes any information obtained from third-party cookies, so please read the privacy policy of these service providers as well. You may opt out of the processing of third-party cookies at any time.

For example, we may use Google Analytics cookies to measure our users' interactions with the content of our website. These cookies collect information about your interaction with the website, such as unique visits, repeat visits, session duration, and website activity.

We may also use Facebook Pixel to process information about a user's activity on our websites, such as the website visited, Facebook identity, browser data, and more. The data processed from Facebook Pixel is used to serve ads based on your interests through Facebook and measure cross-device conversions and user interactions on our website.

3   How to control cookies

When visiting our website, you are shown an informative banner that the website uses cookies and asked for your consent to enable analytical and marketing cookies. If you wish to withdraw your consent or change cookie settings, you can click the cookie settings button above.

You can withdraw your consent for analytical and marketing cookies and delete all cookies stored in your browser by deleting your browser cookie history. You can also set up your browser to block cookies from being saved. By clicking on the "help" button in your browser, you can find instructions on how to prevent the browser from storing cookies and what cookies are stored already and delete them, if you want to. Changes to the settings must be made for each browser that you use.

You can also separately opt-out from having your website activity available to Google Analytics by installing the Google Analytics opt-out browser add-on, which prevents sharing information about your website visit with Google Analytics. Link to the add-on and for more details: https://support.google.com/analytics/answer/18188.

4   Cookie Policy changes

We reserve the right to change and amend this Cookie Policy from time to time. The amendments take effect as soon as they are uploaded to the website.

5   Contact information

If you have any questions concerning the processing of your personal data or this Cookie Policy or you wish to exercise your data subject rights, please contact us by writing to info@mogo.co.ug.

This Cookie Policy is effective as of 12.07.2021.