

Cookie Policy

Effective Date: 7th October, 2026

Last Reviewed: October, 2026

1. Introduction and Statutory Basis

This Cookie Policy ("Policy") explains how the Graceworld Impact Alliance (hereinafter referred to as "**the Alliance**", "**GIA**", "**we**", "**us**" or "**our**"), a multi-stakeholder strategic coalition convened and managed jointly by Graceworld Impact Alliance (Kenya) and its partner entities, uses cookies and similar tracking technologies when you visit our website, interactive platforms and digital portals (collectively, the "**Site**").

This Policy is formulated in strict compliance with: -

- 1.1.** The Data Protection Act, 2019 (Act No. 24 of 2019, Laws of Kenya);
- 1.2.** The Data Protection (General) Regulations, 2021;
- 1.3.** The Data Protection (Compliance and Enforcement) Regulations, 2021; and
- 1.4.** The EU General Data Protection Regulation (GDPR) and UK GDPR;
- 1.5.** The Privacy and Electronic Communications Regulations (PECR); and
- 1.6.** Applicable international data privacy legislation governing multi-stakeholder and cross-border initiatives

By using our Site, you consent to the deployment of strictly necessary cookies. Non-essential cookies (such as performance, functional and marketing cookies) will only be placed on your terminal equipment with your explicit, prior, informed consent obtained via our Cookie Consent Management Banner.

2. Joint Data Controllorship and Alliance Governance

For the purposes of applicable data protection law, members of the Graceworld Impact Alliance act as Joint Data Controllers with respect to personal data collected via alliance digital portals, strategic events and shared resource mobilization platforms.

Graceworld Impact Alliance serves as the Lead Secretariat for the Alliance in East Africa and handles primary administration, cookie compliance management and data subject rights requests on behalf of the Alliance.

3. What are Cookies and Similar Technologies?

3.1. Cookies

A "cookie" is a small text file containing a string of alphanumeric characters that is placed on your computer, smartphone or other internet-enabled device when you access our Site. Cookies enable the Site to recognize your browser, remember

your preferences, secure session state and understand how you interact with our content.

3.2. Local Storage and Tracking Pixels

We may also employ web beacons (clear GIFs/pixel tags), local storage objects (HTML5) and software development kits (SDKs). These technologies perform functions similar to cookies, allowing us to evaluate the reach of our awareness campaigns, measure newsletter engagement and deliver tailored content for our charitable initiatives.

4. Categories of Cookies

We classify the cookies utilized on our Site into four distinct categories based on their functionality and purpose: -

4.1. Strictly Necessary Cookies (Essential)

These cookies are indispensable for the core operation of our Site. They enable basic functionalities such as network security, session administration, accessibility and form submissions.

4.2. Performance and Analytics Cookies

These cookies collect aggregated, pseudonymous information about how visitors navigate our Site, such as which community program pages are visited most frequently, bounce rates and traffic sources. They are used to evaluate cross-organizational campaign reach, event registrations and report engagement metrics across Alliance member organizations and global development partners.

4.3. Functional Cookies

Functional cookies enable our Site to remember choices you make (such as your preferred language, region or text sizing) and provide enhanced, personalized features. For instance, they allow us to remember whether you have already completed a community feedback survey or accessed specific programmatic reports.

4.4. Targeting, Marketing and Social Media Cookies

These cookies may be set through our Site by third-party partner platforms (such as YouTube, LinkedIn, Meta or donor management software). They are used to deliver targeted messaging regarding Alliance summits, joint resource mobilization campaigns and multi-stakeholder initiatives. They do not store direct personal information, but rely on uniquely identifying your browser and device.

It is important to note that save for strictly necessary cookies, the rest require explicit user consent via a consent banner.

5. Detailed Cookie Inventory

The table below outlines specific cookies utilized across the Graceworld Impact Alliance web infrastructure: -

Cookie Category	Cookie Name	Source	Function	Duration	Type
Strictly Necessary	__cf_bm	Cloudflare	Bot management and security for high-traffic event portals	30 minutes	First-Party / Essential
Strictly Necessary	GW_SESS_ID	Graceworld Impact Alliance	Maintains user session state during delegate registrations, ticketing and coalition sign-ups	Session	First-Party / Essential
Strictly Necessary	gw_cookie_consent	Graceworld Impact Alliance	Stores the user's cookie consent preferences choices	12 months	First-Party / Essential
Analytics	_ga	Google Analytics	Measures traffic across Alliance campaign landing pages	2 years	Third-Party / Optional
Targeting / Media	YSC	Eventbrite / Ticketing Partners	Measures video views on embedded coalition & campaign videos	Session	Third-Party / Optional
Targeting / Media	eb_tkt_*	Eventbrite	Tracks conversion for Alliance summits and delegate ticketing	30 days	Third-Party / Optional

6. Third-Party Cookies and Data Transfers

6.1. Third-Party Service Providers

Certain features integrated into our Site rely on third-party service providers. These include embedded video players, secure payment gateways for donor processing and analytics tools. These third parties may set their own cookies on your device.

6.2. Cross-Border Data Transfers

Given the international nature of the Graceworld Impact Alliance and its partner entities, data collected via third-party cookies may be transferred to and processed in jurisdictions outside the Republic of Kenya.

The Alliance ensures that all cross-border data transfers comply strictly with the Data Protection Act, 2019, and the GDPR. Such transfers are safeguarded through:

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- 6.2.1. Standard Contractual Clauses (SCCs) executed between Alliance entities and international partners;
- 6.2.2. Verification of adequate data protection legal frameworks in recipient jurisdictions; and
- 6.2.3. Explicit user consent where required by statutory guidelines.

7. Managing and Withdrawing Consent

You hold full control over the deployment of non-essential cookies on your device. You may exercise or modify your consent preferences at any time through the following mechanisms: -

7.1. Cookie Preference Centre

When you first visit our Site, a Cookie Consent Management Banner will appear. You may choose to "Accept All", "Reject Non-Essential", or select "Preferences" to grant granular consent for individual categories. You can reopen and adjust these settings at any time by clicking the "Cookie Settings" link located in the footer of our website.

7.2. Web Browser Settings

Most web browsers allow you to manage cookie settings via their system preferences. You may set your browser to refuse all cookies, block third-party cookies or alert you when a cookie is being sent: -

- 7.2.1. Google Chrome: Settings → Privacy and Security → Cookies and other site data
- 7.2.2. Mozilla Firefox: Options → Privacy & Security → Cookies and Site Data
- 7.2.3. Apple Safari: Preferences → Privacy → Block all cookies
- 7.2.4. Microsoft Edge: Settings → Site permissions → Cookies and site data

Note: Disabling strictly necessary cookies through browser settings may degrade website functionality and impair your ability to securely submit forms or access online portals.

8. Protection of Children's Privacy

Graceworld Impact Alliance is committed to upholding the dignity and rights of children and vulnerable populations across all community programs. We do not knowingly collect personal data or deploy tracking/targeting cookies directed at children under the age of eighteen (18) without verifiable consent from a parent or legal guardian, in accordance with the Data Protection Act, 2019.

9. Updates

We reserve the right to modify and update this Policy from time to time to reflect changes in legal, operational or regulatory requirements, as well as changes to our digital service infrastructure. Any updates will be posted on this page with an updated "Last Reviewed" date. We encourage users to review this Policy periodically to remain informed about how we manage digital privacy.

10. Contact Details and Data Protection Officer

If you have any questions, concerns or requests regarding this Cookie Policy or our data protection practices under the Data Protection Act, 2019, please reach out to us: -

Lead Data Controller / Secretariat: Graceworld Impact Alliance (c/o Graceworld Foundation)

Attention: Data Protection Officer / Joint Legal Operations

Physical Address: Garden Estate, Nairobi, Kenya

Postal Address: P.O. Box 6848-00100, Nairobi, Kenya

Email: privacy@graceworldalliance.org / dpo@graceworldfoundation.org

Telephone: +254 783 400 300

If you consider that your privacy rights have been infringed, you retain the statutory right to lodge a complaint with the Office of the Data Protection Commissioner (ODPC) in Kenya or the relevant supervisory authority in your jurisdiction.