



Driven by Trust. Designed for Impact.

Cookie Policy

Last Updated: 2025/10/07

Effective Date: 2025/10/07

1. What Are Cookies?

Cookies are **small text files** that are placed on your device (computer, tablet, or smartphone) by websites you visit.

They are widely used to make websites work efficiently, to improve user experience, and to provide information to website owners.

Cookies can:

- Remember your login preferences;
- Keep track of properties or searches you've viewed;
- Help us understand how you interact with our website; and
- Enable AI-driven personalization of listings and valuations.

You can learn more about cookies at www.allaboutcookies.org.

Cookies set directly by **Swanstone Realty Limited** are known as **“first-party cookies”**.

Cookies set by third parties (such as analytics, social media, or advertising providers) are known as **“third-party cookies.”**

2. Why We Use Cookies

We use cookies for several important reasons:

1. **Essential Cookies** – Required for our website to function properly (e.g. logging in, security).
2. **Performance Cookies** – Help us understand how visitors use our website so we can improve it.
3. **Functional Cookies** – Remember user preferences and enhance functionality.
4. **Marketing and Personalization Cookies** – Deliver relevant content and advertisements based on your browsing behavior.
5. **AI Optimization Cookies** – Support our **AI-driven property search and valuation engine**, which learns from aggregated user interactions to improve prediction accuracy.

Some cookies are placed by **third-party partners**, such as Google Analytics, Facebook, LinkedIn, or Microsoft Bing, which help us serve better insights and advertising.



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3. How to Control Cookies

You have full control over whether to accept or reject cookies (except essential ones).

- You can manage preferences using the **Cookie Consent Banner** or **Cookie Settings** link in the website footer.
- Most browsers also allow you to **delete or block cookies** through settings.
- Note that rejecting cookies may limit your access to certain functionality or personalized features.

For more information on managing cookies:

- www.aboutads.info/choices
- www.youronlinechoices.com

You can also manage how Google and Facebook use your information for ads by visiting:

- **Google Ads Settings:** <https://adssettings.google.com>
- **Facebook Ad Preferences:** <https://www.facebook.com/adpreferences>

4. Types of Cookies We Use

4.1 Essential Website Cookies

These are required for the site to operate securely and effectively. They do not collect personal information and cannot be disabled.

Cookie Name	Description	Provider	Expiry
csrftoken	Prevents Cross-Site Request Forgery (CSRF) attacks.	Swanstone Realty	1 Year
sessionid	Maintains user session for logged-in users.	Swanstone Realty	Session
__cf_bm	Distinguishes between human and bot traffic for security.	Cloudflare	1 Day
AI_buffer / AI_sentBuffer	Used by our Azure AI system to manage safe data exchange and prevent duplication.	Swanstone AI Engine	Session
firstVisit	Detects first-time visitors to display the cookie banner.	Swanstone Realty	13 Months

4.2 Analytics and Performance Cookies



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These cookies help us analyze how visitors use our website, measure engagement, and improve user experience. They may also support our AI algorithms to enhance property recommendations.

Cookie Name	Description	Provider	Expiry
_ga	Distinguishes users for analytics purposes.	Google Analytics	2 Years
_gid	Tracks how users interact with our website.	Google Analytics	1 Day
_clck, _clsk	Track navigation patterns for performance optimization.	Swanstone Analytics	1 Year
_cs_id, _cs_s	Measure frequency and time spent on pages for internal reporting.	Swanstone Analytics	13 Months
landing_page_path1, landing_page_path2	Used to identify first-visited pages and content engagement.	Swanstone Analytics	Session

4.3 Marketing and Personalization Cookies

These cookies track browsing habits across websites to serve relevant ads or property recommendations.

Cookie Name	Description	Provider	Expiry
_fbp	Used by Facebook to deliver targeted ads.	Facebook	3 Months
_gcl_au	Measures advertisement efficiency across websites.	Google Ads	3 Months
_uetvid, _uetsid	Used by Bing Ads to deliver personalized ads.	Microsoft Ads	1 Year
sa-user-id, sa-user-id-v2	Records browsing activity to tailor AI-driven property recommendations.	StackAdapt	1 Year
bcookie, lidc, UserMatchHistory	Used by LinkedIn for analytics and targeted advertising.	LinkedIn	Up to 2 Years
IDE	Tracks user actions after viewing or clicking ads.	Google DoubleClick	1 Year
fr	Tracks user behavior for ad personalization across Facebook properties.	Facebook	3 Months

4.4 AI Optimization Cookies (Swanstone AI Engine)



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These cookies support Swanstone’s proprietary AI that aggregates property data, predicts values, and personalizes content.

Cookie Name	Description	Provider	Expiry
swan_ai_context	Stores anonymous user preferences and search context to improve AI property matching.	Swanstone AI Engine	6 Months
valuation_cache	Temporarily stores model results for faster property valuation queries.	Swanstone AI Engine	1 Day
ai_recommender_session	Tracks user interaction with AI suggestions to refine algorithms.	Swanstone Realty	Session

Note: These cookies are anonymized and do not contain personally identifiable data. Users can opt out through the Cookie Settings menu.

5. How We Protect Your Data

All cookies that store or transmit data are managed securely under:

- The **Data Protection Act, 2019 (Kenya)**
- The **Data Protection (General) Regulations, 2021**
- The **EU GDPR (for international users)**

Swanstone ensures that:

- All third-party cookie providers meet equivalent privacy standards;
- No personally identifiable data is sold or misused;
- Cookies are encrypted and regularly audited for security.

6. How to Delete or Block Cookies

To disable cookies:

1. Visit your browser settings (e.g., Chrome, Safari, Firefox).
2. Clear or block cookies under “Privacy and Security.”
3. Revisit this site — you’ll be prompted again to accept or decline cookies.

Rejecting non-essential cookies **does not affect access to property listings**, though AI personalization features may be limited.



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7. Updates to This Cookie Policy

We may update this Cookie Policy periodically to reflect:

- Changes in the cookies we use;
- New technologies adopted (e.g., new AI or analytics tools);
- Regulatory or operational updates.

The updated version will always appear on this page with a new **“Last Updated”** date. Please review it regularly to stay informed about our use of cookies and related technologies.

8. Contact Us

For questions or concerns regarding this Cookie Policy:

Swanstone Realty Limited

Krishna Center Woodvale Grove

Nairobi, Kenya

 compliance@swanstonerealty.co.ke

 <https://www.swanstonerealty.co.ke>

This Cookie Policy complies with:

- **Kenya Data Protection Act (2019)**
- **Data Protection (General) Regulations, 2021**
- **EU General Data Protection Regulation (GDPR)**
- **ISO/IEC 27001 Information Security Standards**