Cookies and trackers

What Générale CI stores on your device, what is planned for audience measurement and advertising, and how you decide.

Version 1.1 | In force on 26 October 2026

> This is a courtesy translation. The French version is the only legally binding text: in the event of any discrepancy, the French version prevails.

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This page covers the **cookies** set by `generale-ci.com` and the equivalent **trackers** used in the mobile application (session identifiers, local storage, advertising tags).

What is in place today

Strictly necessary — no choice possible

These make the service work. Without them you can neither stay signed in nor place an order.

They serve no measurement and no advertising purpose.

What it is	What it is for	How long
Session token	Keeping you signed in from one screen to the next	Duration of the session, renewed while you remain active
Application local storage	Basket, language, light/dark theme, display preferences	Until uninstallation or sign-out

What it is	What it is for	How long
Security	Limiting abusive sign-in attempts	A few minutes

Audience measurement

No third-party audience measurement is in place to date. We use neither Google Analytics nor any equivalent tool, on the website or in the application.

Advertising — only if you accept it, on the website

On `generale-ci.com`, a "Cookies and advertising" banner asks for your consent. The "Accept" and "Refuse" buttons carry the same weight, and **until you answer, nothing is loaded**.

What it is	Set by	What it is for	How long
`gci_ads_consent` (cookie) and a copy in local storage	Générale CI	Remember your answer, yes or no	**13 months**
Ad click identifier (local storage)	Générale CI	Link a purchase to the ad that brought you; it only travels with an order **if you accepted**	**28 days**
`_fbp` (cookie)	Meta, **only after "Accept"**	Recognise your browser from one visit to the next	**90 days**
`_fbc` (cookie)	Meta, **only after "Accept"**	Keep the identifier of a click on a Facebook or Instagram ad	**90 days**

With your consent, the **Meta pixel** receives the pages viewed, the items viewed, added to the cart or bought, the start of a checkout and searches. For a purchase paid on the website, we also send the purchase from our server, with your phone number **turned into an irreversible fingerprint**. Details are in the privacy policy.

The mobile application sets no advertising tag and sends no event to Meta: an order placed from the app is never sent.

What stays switched off

A seller may enter their own Meta or Google tag for their shop's pages. None has done so to date; if one did, that tag would also only load after your "Accept".

Changing your mind

The **"Cookies and advertising"** link, at the bottom of every page of the website, reopens the banner. If you switch to "Refuse", the pixel stops sending, the `_fbp` and `_fbc` cookies are deleted from your browser and the click identifier we kept is removed. Refusing removes no feature from the website.

> Article 22 of Law No. 2013-450 makes direct marketing subject to your **prior consent**.

> That is why nothing advertising-related loads before you answer.

Third-party trackers we do not control

Some integrated services may set their own trackers, under their own policies:

- **Wave**, when you are redirected to pay.
- **Gcore**, which delivers our images and videos and therefore sees your IP address.
- **Google (Firebase)** and **Apple**, for SMS verification and notification delivery.

We cannot configure these trackers on your behalf. Their respective policies apply.

Refusing commercial messages

Independently of trackers, you may refuse commercial notifications at any time and free of charge under **Profile → Notifications** (article 30 of Law No. 2013-450). Messages relating to your orders continue to be sent: these are not advertising messages.

Updates

This page carries a **version** and a **date**. Any new measurement or advertising tracker will be described here **before** it is switched on, and your consent will be sought.

Version 1.0 remains available.

Question: info@generale-ci.com.

ETS APAMA — ÉTABLISSEMENT APAMA, operating the brand Générale CI. RCCM CI-ABJ-02-2007-A10-01226 — Yopougon Niangon Cité Marine, Abidjan, Côte d'Ivoire.

Contact : info@generale-ci.com — Document « Cookies and trackers » version 1.1 dated 26 October 2026.