

Cookies and trackers

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

Version 1.0

In force on 27 July 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.

CONTENTS

- What is in place today
- What is planned, and will only be switched on with your agreement
- How you will decide
- Third-party trackers we do not control
- Refusing commercial messages
- Updates

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

What it is	What it is for	How long
Application local storage	Basket, language, light/dark theme, display preferences	Until uninstallation or sign-out
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

No advertising tag is active. Neither the website nor the application currently sets any ad network tag or transmits any event to an advertiser.

What is planned, and will only be switched on with your agreement

Générale CI has built — without switching them on — three advertising mechanisms. We describe them so that you know what you would be consenting to, on the day the question is put to you.

1. **A catalogue feed.** The list of our items, sent to ad networks to feed product advertising. It contains **no personal data**: only items, prices and photographs.

1. **Tags on sharing pages.** When a link to an item or a shop is opened in a browser, an ad network tag could measure that visit. A seller may enter their own tag to measure their shop's audience — they would then see only **page visits**, never your purchases, which take place in the application.

1. **Transmission of conversion events.** Telling an ad network that an advertisement led to a purchase. The identifiers transmitted (notably the phone number) are ****turned into an irreversible fingerprint**** before being sent: the network never receives your number in clear text.

Why all this is switched off. Article 22 of Law No. 2013-450 makes prospecting subject to

your **prior consent**, and article 7 makes subject to authorisation any processing involving

phone numbers as well as transfers outside ECOWAS. We have chosen to switch nothing on until

the collection of consent and the corresponding formalities are in place. This is a deliberate

choice, not an oversight.

How you will decide

No non-essential tracker will be set before you have answered. The choice will be put to you as follows:

Help us improve Générale CI?

>

With your agreement, we measure which screens are used and which errors occur, and we tell our

advertising networks that their advertisement led to a purchase.

>

- We **never** measure what you write: messages, addresses, payment details.

- Identifiers sent to an ad network are **turned into an irreversible fingerprint**.

- This data goes to providers located **outside Côte d'Ivoire**.

- You can change your mind at any time under *Profile* → *Privacy*.

>

[Accept] [Decline]

Declining is remembered just as acceptance is, and degrades the service in no way: no feature removed, no repeated prompt each time you open the app. Declining must be as easy as accepting.

You will be able to change your choice at any time under **Profile → Privacy**.

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**. On the day a measurement or advertising tracker is actually switched on, it will be updated **before** that activation, and your consent will be sought.

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 1.0 dated 27 July 2026.

[Legal notice](#) · [Terms](#) · [Seller terms](#) · [Privacy](#) · [Trackers](#) · [Community rules](#) · [Delete my account](#)