

AFROSTITCHES COOKIE POLICY

Effective Date: 26th January 2026

Last Updated: 18th February 2026

This Cookie Policy explains how Afrostitches Digital Innovations Ltd ("Afrostitches," "we," "us," or "our") uses cookies and similar tracking technologies on our website and related services (the "Platform").

By continuing to browse or use our Platform, you agree to our use of cookies as described in this Policy, subject to your consent preferences where required by law.

1. What Are Cookies?

Cookies are small text files placed on your device (computer, tablet, or mobile phone) when you visit a website. They help websites function properly and provide information to website owners about how users interact with the site.

Cookies may be:

- **Session cookies** (deleted when you close your browser)
- **Persistent cookies** (remain on your device for a set period)
- **First-party cookies** (set by Afrostitches)
- **Third-party cookies** (set by external service providers)

2. Why We Use Cookies

We use cookies for the following purposes:

2.1 Strictly Necessary Cookies

These cookies are essential for the operation of our Platform. They enable:

- Secure login
- Shopping cart functionality
- Payment processing
- Fraud prevention
- Load balancing and security

These cookies cannot be disabled.

2.2 Performance & Analytics Cookies

These cookies help us understand how visitors use our Platform by collecting anonymous data such as:

- Pages visited
- Time spent on pages
- Click behavior
- Traffic sources

This allows us to improve user experience and platform performance.

2.3 Functional Cookies

These cookies allow us to:

- Remember language preferences
- Save user settings
- Personalize content
- Provide location-based experience

2.4 Advertising & Marketing Cookies

These cookies are used to:

- Deliver relevant ads
- Measure campaign performance
- Retarget visitors
- Limit frequency of ads

These cookies may be set by third-party advertising partners.

Where required by law (e.g., UK/EU), we will obtain your consent before placing marketing cookies.

3. Third-Party Cookies

We may use trusted third-party providers that place cookies on our Platform for analytics, payments, logistics integration, or marketing purposes.

These may include:

- Payment processors
- Analytics providers
- Advertising networks
- Fraud detection services

These third parties have their own privacy and cookie policies, and we encourage you to review them.

AfroStitches does not control third-party cookies directly.

4. Legal Basis (UK/EU Users)

For users in the UK and EU:

- Strictly necessary cookies are used based on legitimate interest.
- Analytics and marketing cookies are used only with your consent.
- You may withdraw consent at any time via our cookie settings tool.

5. How to Manage Cookies

You can control or delete cookies in several ways:

5.1 Cookie Consent Tool

When visiting our Platform (where required by law), you will see a cookie banner allowing you to:

- Accept all cookies
- Reject non-essential cookies
- Customize cookie preferences

You may change your preferences at any time.

5.2 Browser Settings

Most browsers allow you to:

- Block cookies
- Delete existing cookies
- Receive alerts before cookies are placed

Please note that disabling certain cookies may affect site functionality.

6. Data Collected via Cookies

Cookies may collect:

- IP address
- Device type
- Browser information
- Operating system
- Location (approximate)
- Website usage data

For more information on how we process personal data, please review our Privacy Policy.

7. International Transfers

Some third-party cookie providers may process data outside your country of residence. Where required, we implement appropriate safeguards such as:

- Standard Contractual Clauses
- Secure hosting agreements

8. Data Retention

Cookies remain on your device for varying periods depending on their purpose. Session cookies expire automatically when you close your browser. Persistent cookies remain until deleted or until their expiry period.

9. Updates to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in law or our practices. Updates will be posted with a revised "Last Updated" date.

10. Contact Us

If you have any questions about our use of cookies:

AfroStitches Digital Innovations Ltd
Email: info@afrostitches.com