

Cookie Policy

You should be aware that when you access or use our content, products and services, we may collect information from your devices using 'cookies'. Cookies perform various different functions, and the purpose of this policy is to give you a clearer understanding of:

What is a Cookies Policy?

Cookies policies are legally binding documents that inform website or application users about how your company engages in data tracking and online privacy. A cookie is a digitally encrypted file that is stored on your devices and browsers that are read when you revisit a website. They help companies deliver a better web experience across all devices, mediums, and visits.

Purpose of Cookies Policy

The purpose of a cookie policy is to communicate to consumers regarding how you store cookies on their devices. Cookies are used by our websites to improve your online experience and to ensure that relevant content and functions are delivered and used more effectively.

We use cookies for a number of reasons, including, but not limited to:

- to recognize your computer when you visit the website
- to allow customers to navigate between pages of the Website more efficiently
- to detect and prevent fraudulent use of the Website
- to improve the website's usability
- to analyze the use of the website in the administration of the website
- to personalize the website for you, including targeting advertisements which may be of particular interest to you.

Types of Cookies

First-party Cookies

First-party cookies are set by the website visited by the user. The data collected using first-party cookies is used for purposes like calculating pageviews, sessions, and number of users.

Primarily, publishers have access to data collected using first-party cookies, which can later be shared with advertisers or agencies for ad targeting.

Third party cookies

When you use the website, you may also be sent third party cookies. Our advertisers and service providers may send you cookies. They may use the information they obtain from your use of their cookies:

- to track your browser across multiple websites
- to build a profile of your web surfing
- to target advertisements which may be of particular interest to you.

Session Cookies

Session cookies either expire immediately or within a few seconds of the user leaving the web browser. Among other uses, these cookies are used by e-commerce websites to remember the product placed in cart by the user, to keep users logged in, and to calculate each user session for analytical purposes.

Persistent Cookies

Persistent cookies stay on the user's browser for a very long time. Generally, persistent cookies are required to have an expiration date which could be anything between a second to 10 years. Persistent cookies are used by publishers to track a single user and his/her interaction with their website.

Secure Cookies

Only HTTPS websites can set secure cookies, i.e., cookies with encrypted data. Mostly, the checkout or payment pages of e-commerce websites have secure cookies to facilitate safer transactions. Similarly, online banking websites are required to use secure cookies for security reasons.

We do not, under any circumstance, sell information collected via cookies. You can also delete cookies already stored on your computer. Most browsers allow you to refuse to accept cookies.

If you do not want Websites to place cookies on your computer or mobile device at all, you can adapt your browser settings as such that you will be notified before any cookie is placed. You can likewise adapt the settings as such so that your browser refuses all cookies, or only the third party cookies.

Data Collection

Some cookies do collect your personal data in order to function. They may collect the following types of personal data:

- IP address
- Location data
- Identify you as being logged in our websites

Please note that We aren't responsible for the content of external websites.