What are Cookies

Cookies are pieces of data, normally stored in text files, that websites place on visitors computers to store a range of information, usually specific to that visitor - or rather the device they are using to view the site - like the browser or mobile phone. They were created to overcome a limitation in web technology. Web pages are 'stateless' - which means that they have no memory and cannot easily pass information between each other. So, cookies provide a kind of memory for web pages. Cookies allow you to login on one page, then move around to other pages and stay logged in. They allow you to set preferences for the display of a page, and for these to be remembered the next time you return to it.

What are Types of Cookies

Session Cookies:
- Session cookies are temporary; They also known as transient cookie. when you close your browser, your computer will automatically delete them all. They do not collect any information about your computer, and they contain no personally identifiable information that can link a session to a particular user. It's easiest to think of session cookies as a website's short-term memory. They let sites recognize you as you move from page to page within their domain.
- Without the session cookies, you'd be treated as a new visitor every time you clicked on a new internal link.
- A common example of a session cookie in action is in the shopping cart feature found on most online shopping or e-commerce websites. The session cookie stores the items that the user has added to his cart so that when a new pages is opened, the items in the cart remain persistent. Without a session cookie, when a user went to the checkout page, everything would disappear from the shopping cart because the new page would not recognize prior activities on the website.

First Party Cookies:
- First-party cookies (also known as "HTTP cookies") are small data packets that your web browser generates and exchanges with a dedicated web server. In return, only this server has access to its own cookie due to being the "first party."
- This makes surfing the internet more enjoyable, because the website recognizes you and automatically applies your desired settings and fills in your log-in data. Website operators also use the data for their own online marketing, because it reveals a lot about the visitor's surfing behavior and interests.
- A first-party cookie is characterized by the fact that it can only be created and viewed by the website operator whose page you are visiting.

Third Party Cookies:
- A third-party cookie originates from a different domain. Because it is not coming from the site you're looking at, a third-party cookie is not providing any of the benefits of session cookies and first-party cookies that we just discussed. Instead, it has one sole focus—to track you. The tracking can take many forms; the cookies can learn about your browsing history, online behavior, demographics, spending habits, and more. Because of their ability to track,

- Third-party cookies have become a favorite of advertising networks in a bid to drive up their sales and pageviews. For e.g. advertising agencies may place their cookies on our website which will collect tracking information and serve you with advertisements.

Secure Cookies:
- It can only be transmitted over an encrypted connection. Typically, that means HTTPS.
- As far as the cookie's "Secure" attribute is active, the user agent will not transmit the cookie over an unencrypted channel. Without the Secure flag, the cookie is sent in clear text and can be intercepted by unauthorized third parties.
- However, even with the secure flag, developers should not use a cookie to store sensitive information. In practice, the flag only protects a cookie's confidentiality. A network attacker could overwrite secure cookies from an insecure connection.
- This is especially true if a site has both an HTTP and HTTPS version.

Flash Cookies:
- A Flash cookie is the most common type of supercookie.
- In case you are not aware, a super cookie performs many of the same functions as a regular cookie, but they are more difficult to find and delete.
- In the case of Flash cookies, developers use the Flash plugin to hide cookies from your browser's native cookie management tools. Flash cookies are available to all browsers (so using one browser for your credit card and one for downloading torrents would have negligible security benefits).
- They can hold 100KB of data compared to an HTTP cookies' mere 4KBb.

Zombie Cookies
- A zombie cookie can instantly recreate itself if someone deletes it. The recreation is possible thanks to backups stored outside a browser's regular cookie storage folder—often as a Flash Local Shared Object or as HTML5 Web Storage. The recreation relies on Quantcast technology.
- Because Flash cookie stores a unique user ID in Adobe Flash player's storage bin, Quantcast can reapply it to a new HTTP cookie if the old one is removed.
- For more details click the given link https://en.wikipedia.org/wiki/Zombie_cookie

Following are Our various purposes of using cookies:

We collect cookies (**Give Hyperlink for list of Cookies which used by Company's Website**) to provide better services of our website and to improve our website's user experience.

We use cookies:
- To store your website login information, so that it will be easy for you to access our website and its features. It helps us to know the type of browser and device you use to access our website.
- We use cookies to help us keep your account, data and the website Products safe and secure. We also use cookies to identify your geographic location. This information allow us to recover your account in case if you forgot your login password or if your account gets hacked.
- Cookies helps us to prevent phishing attacks by helping us to identify device, which is used to create large number of fake accounts. Cookies helps us to know the

underage audience of our website. It prevents underage people from registering for website accounts.

- To measure and analyze the audience for each page and content of website in order to subsequently improve the user experience of browsing or visibility of content and website. Cookies enables us to provide you customized content and experience based on your stored previous preferences on our websites.
- It also helps us to develop/upgrade feature of website in order to provide you best possible experience and services of website. With the help of cookies, we analyze which part, feature and services of the website is more useful, engaging for the visitors of website.
- To track /measure the number of visits to our websites and its pages in real time and analyze the reliability of our pages. Also, To Use this data to offer various ads as per users' area of interest.
- To analyze ad/ad campaigns performance for business that use our website. We use cookies to calculate the cost of ad, number of times it is shown to users, how frequently people click on ads or view ads.
- To deliver advertisement relevant to your specific interests on our sites. Cookies also allow us to limit the number of times that you see an ad so you don't see the same ad over and over again.

You can use your ad preference to learn why you are seeing a particular ad and control how we use information we collect to show you ads. You can control use of data to show you ads by using ad settings.

Categories of cookies we use:

Category of the cookie	Purpose of the cookie
Essential cookies/ Necessary cookies	These cookies allow you to use our websites and its features. These cookies are for better user experience. **Without these cookies you may not be able to use all the features of our websites.** Examples of necessary cookies include those which save your shopping cart when online shopping or cookies that allow you to access secure areas of a website through logging in.
Analytical/ Performance cookies	Performance cookies are for improvement of our website based on how you use our websites. These are used by us or third-party service provider. These cookies track the content preferred by user, website visitor's location. These cookies include Google Analytics cookies. **It does not collect any information that can identify you personally.** For example, these cookies tell us how many people use a certain feature and how popular it is, or whether people open an email we send.

Functionality cookies	Functionality cookies help us to understand your choices and operate the site in personalized manner for you. These cookies help us to remember your website username, language preference and customization of site and services done by you. It cannot track your browsing activity on other websites. Examples: A Shopping Cart, Login Cookie, Language Cookie, Session ID Cookie.
Targeting/ Advertising cookies	These cookies deliver ads that are relevant to you and according to your interest. They are used to deliver targeted advertising or limit the number of times you see an advertisement. They help us to measure the effectiveness of our advertising campaigns and may also be linked to site functionality provided by third-parties.
Social media cookies	We use third-party cookies from social media sites such as Facebook, Twitter and LinkedIn to analyze such users, when they visit our website. These cookies can also be used for event tracking and remarketing purposes.

How can you control use of cookies:

Blocking cookies

Most browsers allow you to refuse to accept cookies. For example:

- in Internet Explorer you can refuse all cookies by clicking "Tools", "Internet Options", "Privacy", and selecting "Block all cookies" using the sliding selector;
- in Firefox you can block all cookies by clicking "Tools", "Options", and un-checking "Accept cookies from sites" in the "Privacy" box.
- in Google Chrome you can adjust your cookie permissions by clicking "Options", "Under the hood", Content Settings in the "Privacy" section. Click on the Cookies tab in the Content Settings.
- in Safari you can block cookies by clicking "Preferences", selecting the "Privacy" tab and "Block cookies".

Blocking all cookies will, however, have a negative impact upon the usability of many websites. If you block cookies, you may not be able to use certain features on the website (log on, access content, use search functions).

Deleting cookies

You can also delete cookies already stored on your computer:

- in Internet Explorer, you must manually delete cookie files;
- in Firefox, you can delete cookies by, first ensuring that cookies are to be deleted when you "clear private data" (this setting can be changed by clicking "Tools", "Options" and "Settings" in the "Private Data" box) and then clicking "Clear private data" in the "Tools" menu.

- in Google Chrome you can adjust your cookie permissions by clicking "Options", "Under the hood", Content Settings in the "Privacy" section. Click on the Cookies tab in the Content Settings.
- in Safari you can delete cookies by clicking "Preferences", selecting the "Privacy" tab and "Remove All Website Data".

Obviously, doing this may have a negative impact on the usability of many websites.

Accepting or Declining Cookies:
We recommend you to accept cookies to get best possible experience when you visit our website. you can opt-out of each cookie category (except strictly necessary cookies) by clicking on the "cookie settings" button, however refusing the cookies may impact the functioning of the service you request on our Website.

You can use following tools to control how we use data to show you ads and to choose how cookies are used throughout the web based on the device and browser you are using.

- Digital Advertising Alliance
- Digital Advertising Alliance of Canada
- European Interactive Digital Advertising Alliance

Placement of cookies:

We may place cookies on your computer or device, and receive information stored in cookies, when you use or visit our website.

Can cookies be used to violate my privacy?

Cookies cannot be used to obtain personal information from your computer. The only data in a cookie is the data put into by a website's server. The only site that has access to it is the site that put it there. However, cookies are used as a part of many large browser tracking schemes which create extremely detailed user profiles. Many websites use third-party ad networks - networks which span multiple sites. This allows central data aggregators to track user activity across many different domains. Cookies are not thing used to handle this tracking, but they do play a central role. Some people consider this constant activity tracking to be a form of privacy invasion. Other people don't mind it at all. Mostly, the only thing that data generated this way is used for is to serve relevant ads which you are likely to click on.

Changes to Policy:

We may change this Policy from time to time to reflect the changes in our business and practices, and so you should review this page periodically. If we do, we will notify you with a link to the changes so you can review and understand them or we will let you know and update the 'last modified' date at the bottom of this page. If we make a change to this policy that, in our sole discretion, is material. By continuing to use our Services after Privacy Policy changes go into effect, you agree to be bound by the revised policy

In case of any further clarifications, you may refer **Limited Liability Policy Guidelines**.

SUMMARY

Changes in Cookies Policy

Date of Change	Nature of Change	Effective Date and Version