Cookies Statement and Information About Our Use of Cookies

What Are Cookies?

Cookies are small text files containing letters and numbers that may be placed on your device's browser or hard drive, provided you consent. These files store data transferred to your device and help us distinguish you from other users. This allows us to enhance your browsing experience and improve the functionality of our website. By continuing to use our website, you consent to our use of cookies.

Types of Cookies We Use

We utilize the following categories of cookies:

- **Strictly Necessary Cookies:** These cookies are essential for the basic operation of our website.

- **Analytical/Performance Cookies:** These enable us to analyze web traffic, track the number of visitors, and understand how users navigate our site. This helps us improve overall performance and usability.

- **Functionality Cookies:** These remember your preferences and settings (e.g., language) and allow us to personalize your experience.

- **Targeting Cookies:** These track your visits, including pages viewed and links clicked, to tailor advertising and content to your interests. This data may be shared with third-party partners for the same purpose.

Examples of Cookies We Use

Cookie Name	Purpose	Expiry	Example Value
_lang_pref	Stores language choice	1 year	hi-IN (Hindi)
partner_id	Keeping belonging to a partner	30 days	43k64lk576lk45

Third-Party Cookies

Third parties, such as advertisers or analytics service providers, may also use cookies over which we have no control. These are typically analytical or targeting cookies. For detailed information, please refer to the privacy policies of the relevant third parties.

Managing Cookies

A. **Accepting or Blocking Cookies**

You can manage cookie preferences by adjusting your browser settings to block all or specific cookies. Please note that blocking essential cookies may impact your ability to use some parts of our site.

We are not responsible for any service disruptions caused by disabling cookies necessary for website functionality. If you consent to cookies while accessing certain content, they will be temporarily stored in a designated location on your device. Most browsers also allow you to view and manage stored cookies individually.

B. **Browser-Specific Settings**

Each browser has unique settings for cookie management. You can manage cookies by accessing the following guides for popular browsers:

[Microsoft Internet Explorer](Microsoft%20Internet%20Explorer)

[Google Chrome](Google%20Chrome)

Safari

Firefox

If your browser is not listed, refer to its documentation for cookie management options.

C. **Blocking Google Analytics' cookies**

Google Analytics mainly uses audience-measuring cookies to report on user interactions on Google Analytics customers' websites and such cookies have been placed on our site by Google Analytics. Google Analytics uses cookies to collect information in an anonymous form (aggregated) about how visitors use the website, for example, the number of page views, how visitors have arrived at the website, and the number of visits. The purpose is to help us improve the usability of the website. The information generated through your website usage is redirected to and stored by Google Inc. You can block these specific cookies by clicking on the deactivation link below, downloading the add-on and installing it on your browser. Please check compatibility of the add on with your browser.

Google Analytics deactivation link: [Deactivate Google Analytics](#)

We would like to highlight that the downloaded add-on will save a cookie on your device, but that cookie will be used only to prevent your browser from transmitting data to Google Analytics.

For more information on deactivating Google Analytics and installing the browser add-on, click here: [Browser add-on to deactivate Google Analytics](#)

For more information on how Google Analytics' treats personal information when you use Google's products and services click here: https://policies.google.com/privacy?hl=en

D. Blocking social network cookies

To block cookies used by social networks (e.g. via sharing buttons), follow the instructions in the links below:

[Facebook](#) [Twitter](#)

[Google+ and YouTube](#)