



## Aakashe's Cookie Policy

**This Policy was last updated on May 29, 2024**

Aakashe uses certain monitoring and tracking technologies, such as cookies, beacons, pixels, tags, and scripts (collectively, "**Cookies**"). These technologies are used in order to provide, maintain, and improve our website and platform or any other website or webpage operated by us ("**Services**"), to optimize our offerings and marketing activities, and to provide our visitors, customers and users ("**You**") with a better experience (for example, in order to track users' preferences, to better secure our Services, to identify technical issues, and to monitor and improve the overall performance of our Services).

This page contains information on what Cookies are, the types of Cookies used on our Services, how to switch Cookies off in your browser, and some useful links for further reading on the subject. If you are unable to find the information you were looking for, or you have any further questions about the use of cookies on our Services, please email [support@aakashe.com](mailto:support@aakashe.com)

For more information about our general privacy practices, please visit our **Privacy Policy**.

### 1. WHAT ARE COOKIES?

Cookies are small files containing a string of characters that are stored through the browser on your computer or mobile device (for example, Google Chrome or Safari). They allow websites to store information like user preferences. You can think of Cookies as providing a so-called memory for the website, so that it can recognize you when you come back and throughout your browsing activity, use and respond appropriately to your selected preferences. Cookies are typically classified as either "session cookies" which are automatically deleted when you close your browser, or "persistent cookies" which will usually remain on your device until you delete them or they expire.

Cookies may be set by us (first-party Cookies) or by third-party providers who work with us (third-party Cookies), either for the duration of your visit (session Cookies) or for longer periods (persistent Cookies). The length of time a persistent Cookie stays on your device varies between Cookies.

Please note that our access and control over such third-party Cookies, beyond the scope of our Services, is limited and subject to such other websites, services and providers' own terms and policies.

You are not obligated to accept all Cookies in order to visit our website, however, enabling Cookies may allow for a more personalized browsing experience and is required for some features and functionalities to work.

### 2. HOW DO WE USE COOKIES?

Aakashe uses several different types of Cookies on our website and platform:

#### 2.1 Necessary Cookies:

These Cookies are necessary to provide you with our Services and cannot be disabled through the cookie settings we offer, however if you wish you may still remove them through your browser for your website's usage (but this would have a significant adverse effect on your experience). For example, when you register and sign into our Services, we generate Cookies that let us know whether you are signed in or not, and maintain your login session. Our servers use these Cookies to work out which account on our Services you are signed into and if you are allowed access to a particular area or feature on such account.

## HELLA INFRATECH PRIVATE LIMITED

CIN NO.: U72900MH2018PTC315981

Office No. 204, 2<sup>nd</sup> Floor, Opal Square, Plot No. C-1, Wagle Estate, MIDC, Thane West, Thane  
MH 400604 | T: +91 74004 76807 | E: [support@aakashe.com](mailto:support@aakashe.com) | W: [www.aakashe.com](http://www.aakashe.com)



## 2.2 Performance and Analytics Cookies:

Every time you visit our Services, the analytics tools and services we use generate or interact with Cookies which can tell us (so long as they are allowed and not deleted) whether or not you have visited our Services in the past, and provide additional information regarding how visitors and users use our Services (such as how many visitors we have on a certain landing page, how often they visit, or where users tend to click on our Services). Your browser will tell us if you have these Cookies and, if you don't but do allow new Cookies to be placed, we will typically generate and place new ones. These Cookies help us to secure and better manage the performance of our Services, and remember your preferences for features found on the Services, so you don't have to reset them each time you visit. Without these cookies, our ability to better ourselves and improve your and others' experience will be reduced.

## 2.3 Marketing & Advertising Cookies:

These Cookies allow us to know whether or not you've seen an ad or a type of ad online, how you interacted with such an ad, and how long it has been since you've seen it.

Our advertising partners may use these Cookies to learn about your browsing habits (including your visits to our Services, the pages you have visited and the links and advertisements you have clicked) and other unique identifiers that may help identify you and your interests, in order to retarget you and serve advertisements that are relevant to you (for example, if you look at a certain page on our Services, an advertisement may be delivered to you regarding our Services on other sites, for products referenced on that page or for similar products and services).

We also set Cookies on certain other sites that we advertise on. If you receive one of those Cookies, we may use it to identify you as having visited that site and viewing our ad there, if you later visit our Services. We can then target our advertisements based on this information.

## 2.4 Third-Party Integration Cookies:

On some pages of our Services, other organizations may also set their own Cookies. They do this to enable and improve the performance and interoperability of their applications, features or tools that are integrated with our Services, to track their performance, or to customize their services for you. You can always withdraw your consent to the use of non-necessary Cookies by re-opening the settings and modifying your selection.

## 3. HOW DO WE USE COOKIES?

We use Cookies to help our website and online pages work, or work more efficiently, as well as to provide us with various information on your interactions and activities with our website and online pages.

Our use of analytics Cookies aims to monitor, study, and analyze the use of our Services, and how we can improve individuals' user experience and continue to improve our offerings and the overall performance of our Services.

Our use of advertising Cookies aims to facilitate and optimize our marketing campaigns, ad management and sales operations, and manage and deliver advertisements for our products and services more effectively, including on other websites and applications.

We may combine non-personally identifiable information collected through Cookies with other Personal Data that we have about you to improve your user experience, for example, to tell us who you are or whether you already have an account with us.

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We may also supplement the information we collect from you with information received from third parties in order to enhance our Services, or to offer you information that we believe may be of interest to you.

Where we use Cookies to collect information that is personally identifiable or that can become personally identifiable if we combine it with other information, our **Privacy Policy** will apply in addition to this Cookie Policy.

#### **4. HOW CAN YOU TURN COOKIES OFF (OR REMOVE THEM)?**

Except for Necessary Cookies, you generally have a right to decide whether to accept or decline Cookies. When first visiting our website, you may encounter our Cookie Banner, which allows you to control your Cookie preferences. You can change your Cookie choices any time on our website.

Most web browsers allow you to change your Cookie settings. You can usually find these settings in the 'Options' or 'Preferences' menu of your browser. In order to understand these settings, the following links to 'cookies' help pages may be helpful or you can use the 'Help' option in your browser for more details.

#### **5. WHAT IS THE MICROSOFT CLARITY COOKIE AND HOW IS IT USED?**

Our Services use Microsoft Clarity Cookies: We use Microsoft Clarity to understand how users interact with our site. Clarity cookies help us with behavioral metrics, session replay, and providing heatmaps. For more details on the cookies used by Microsoft Clarity, please refer to the **Microsoft Clarity Cookie List**.

#### **6. "DO NOT TRACK" SIGNALS**

Some web browsers may transmit "Do Not Track" signals to websites with which the browser communicates, telling the website not to follow its online movements. Because of differences in how web browsers interpret this feature and send those signals, and lack of standardization, it is not always clear whether visitors and users intend for these signals to be transmitted or whether they are even aware of them. Therefore, as many other reputable websites and online platform, we currently do not respond to such "Do Not Track" signals. However, you can manage your Cookie preferences, including whether or not to accept them and how to remove them, through your browser settings and our Cookie Banner as instructed above. Please bear in mind that disabling Cookies may complicate or even prevent you from using the Services.

#### **7. OPT OUT**

If you prefer not to have your information used for this purpose, you can opt out at any time by emailing us at [support@akashe.com](mailto:support@akashe.com).

#### **8. CHANGES TO THIS POLICY**

We will occasionally update this policy to reflect changes in our practices and services. When we post changes to this policy, we will revise the "Last Updated" date at the top of this policy. If we make any material changes in the way we collect, use, and/or share information held in cookies, we will notify you by prominently posting notice of the changes on the Website. We recommend that you check this page from time to time to inform yourself of any changes in this policy or any of our other policies.

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## 9. COOKIES THAT HAVE BEEN SET IN THE PAST

If you have disabled one or more cookies, we will still use information collected from cookies prior to your disabled preference being set, however, we will stop using the disabled cookie to collect any further information.

## 10. CONSENT

By using our website, you hereby consent to our Cookie Policy and agree to its terms.

## 11. NEED MORE INFORMATION?

You can read more about how we use your information in our **Privacy Policy**.

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