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Excelra Knowledge Solutions Pvt. Ltd. & its Subsidiaries

Cookie Policy

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Version No.	Role	Name	Email
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PURPOSE

Excelra (herein referred to as "Organization," "Company," "we," "our," or "us," etc.) uses cookies and similar technologies to enhance your browsing experience, provide personalized services, and analyze website usage. This Cookie Policy explains what cookies are, how we use them, and your rights concerning cookie usage.

DEFINITION

1. IP Address: A unique string of characters that identifies each computer using the Internet Protocol to communicate over a network.

2. Cookie: Cookies are small text files stored on your device (computer, tablet, or mobile) when you visit a website.

3. Browser: A browser is a software program that locates and displays information on the Internet or an intranet.

4. Persistent cookies: Cookies that remain on a user's device even after they close their browser.

WHAT ARE COOKIES?

Cookies are small text files stored on your device (computer, tablet, or mobile) when you visit a website. Cookies enable the website to recognize your device, remember your preferences, and provide relevant functionality.

Cookies can be classified as:

1. Session Cookies: Temporary cookies that are deleted when you close your browser.

2. Persistent Cookies: Cookies that remain on your device for a specified period or until manually deleted.

3. First-Party Cookies: Set by the website you are visiting.

4. Third-Party Cookies: Set by external services integrated into the website.

TYPES OF COOKIES WE USE

We use the following types of cookies:

1. Strictly Necessary Cookies: These cookies are essential for the website to function correctly. They enable core functionalities such as security, network management, and accessibility. You cannot turn off these cookies through our cookie consent tool.

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2. Performance and Analytics Cookies: These cookies help us understand how users interact with our website by collecting and reporting information anonymously.

3. Functional Cookies: Functional cookies enable enhanced functionality and personalization, such as remembering your preferences (e.g., language or region).

4. Advertising and Targeting Cookies: These cookies are used to deliver personalized advertisements and track the effectiveness of marketing campaigns. We may set them as third-party advertising partners.

HOW WE USE COOKIES

We use cookies to:

1. Provide essential website functionality.

2. Enhance user experience and website performance.

3. Analyze website traffic and usage patterns.

4. Deliver relevant advertising and content.

5. Enable integrations with third-party services (e.g., social media, analytics tools).

LEGAL BASIS FOR USING COOKIES

We use cookies based on the following legal grounds:

1. Consent: For non-essential cookies, such as analytics, advertising, and social media cookies, we seek your explicit consent.

2. Legitimate Interest: For strictly necessary cookies required for website functionality and security.

MANAGING YOUR COOKIE PREFERENCE

Consent and Cookie Banner

When you visit our website for the first time, you will see a cookie banner explaining our use of cookies. You can:

1. Accept all cookies.

2. Reject non-essential cookies.

3. Customize your preferences using our Cookie Consent Tool.

Browser Settings

You can also manage cookies through your browser settings. Most browsers allow you to:

1. Block or delete cookies.

2. Set preferences for first-party and third-party cookies.

DATA COLLECTED THROUGH COOKIES

Cookies may collect the following types of data:

1. IP address.

2. Device information (e.g., browser type, operating system).

3. Browsing behavior and interactions (e.g., pages visited, time spent).

4. Referring to websites or links.

This data is often aggregated and anonymized, but in some cases, it may be linked to your personal information if you provide it elsewhere on our site.

RETENTION OF COOKIES

Cookies are retained for varying periods depending on their purpose:

1. Session Cookies: Deleted when you close your browser.

2. Persistent Cookies: Retained for a specified duration or until manually deleted.

CHILDREN'S PRIVACY

Our website is not intended for children under 18 years of age. We do not knowingly use cookies to collect data from children.

UPDATES TO THIS COOKIE POLICY

We may update this Cookie Policy periodically to reflect technological changes, laws, or business practices. We encourage you to review this policy regularly. Changes will be effective upon posting on this page, with the "Last Updated" date revised accordingly.