

# COOKIE POLICY

This policy is effective as of the date you access the Site and/ or sign up on Autodhun Digital Platform as a User.

We use cookies to help improve your experience of our Site located at <https://autodhundigital.in/>. This Cookie Policy is part of Autodhun Digital Privacy Policy. It covers the use of cookies between your device and our site. All capitalised terms used in this Privacy Policy shall be as defined in the Terms of Service.

We also provide basic information on third-party services we may use, who may also use cookies as part of their service. This policy does not cover their cookies.

If you do not wish to accept cookies from us, you should instruct your browser to refuse cookies from the Site. In such a case, we may be unable to provide you with some of your desired content and Services.

## 2. What is a Cookie?

A **cookie** is a small piece of data that a website stores on a user's device (such as a computer, phone, or tablet) when the user visits the website.

Cookies typically contain:

- Information about the website that created the cookie
- A unique identifier that recognizes the user's browser when they return to the website
- Additional information used for specific functions
- The lifespan of the cookie (how long it remains stored on the device)

Cookies help websites perform several important functions, such as:

- Allowing users to log in to their accounts
- Tracking how users interact with the website
- Remembering user settings such as language or time zone
- Personalizing content and advertisements

### First-Party Cookies

First-party cookies are created directly by the website a user is visiting. These cookies usually track activity only on that specific website.

### Third-Party Cookies

Third-party cookies are created by external companies or services. These cookies may track users across multiple websites that use the same service.

## 3. Types of Cookies Used by the Website

The Autodhun Digital website uses different types of cookies depending on their purpose. These include:

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1. Essential Cookies
2. Performance Cookies
3. Functionality Cookies
4. Targeting / Advertising Cookies

Each type has a different role in improving the website experience.

## 3.1 Essential Cookies

Essential cookies are necessary for the website to function properly. Without them, many core features of the website would not work.

These cookies support important activities such as:

- User login authentication
- Account management
- Shopping cart functionality
- Payment processing

Because they are required for basic website operations, these cookies cannot usually be disabled without affecting the website's performance.

Autodhun Digital uses essential cookies to ensure that these core services work correctly.

## 3.2 Performance Cookies

Performance cookies help track how users interact with the website during their visit. They collect information about:

- Which pages users visit
- How long users stay on pages
- Any errors encountered on the website

The information collected is generally **anonymous and aggregated**, meaning it does not identify individual users personally.

The main purpose of performance cookies is to:

- Understand user behavior on the website
- Identify technical issues or errors
- Improve website performance and usability
- Make better decisions for improving the user experience

These cookies can be set by the website itself (first-party cookies) or by external services (third-party cookies).

Autodhun Digital uses performance cookies on its website to analyze user activity and improve the platform.

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## 3.3 Functionality Cookies

Functionality cookies collect information about the user's device and preferences while using the website. These cookies allow the website to provide **customized and improved services**.

Examples of data stored by functionality cookies include:

- Language preferences
- Time zone settings
- Personalized content preferences

Using this information, the website can provide a better and more personalized experience.

Functionality cookies may be created by:

- The website itself (first-party cookies)
- External services integrated into the website (third-party cookies)

Autodhun Digital uses functionality cookies to enable certain features and improve user convenience on the platform.

## 3.4 Targeting / Advertising Cookies

Targeting cookies, also called advertising cookies, are used to determine which advertisements or promotional content are most relevant to the user.

These cookies help websites:

- Deliver personalized advertisements
- Show content that matches the user's interests
- Limit the number of times a user sees the same advertisement
- Improve advertising campaign effectiveness

Targeting cookies may be placed by the website itself or by third-party services. Third-party targeting cookies can also track users across different websites that use the same advertising service.

Autodhun Digital specifically uses **Google Analytics and Hotjar** as tools for analytics and targeting purposes.

These services help the website:

- Analyze user behavior
- Track website usage statistics
- Improve marketing strategies
- Optimize the overall website experience

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## 4. Managing or Refusing Cookies

Users who do not want cookies can manage them through their **browser settings**.

Most browsers allow users to:

- Block cookies completely
- Delete stored cookies
- Receive alerts when cookies are created

However, disabling cookies may cause certain website features to stop functioning correctly, such as login services or personalized content.

## 5. Importance of Cookies for Websites

Cookies play a crucial role in modern websites. They help improve:

- Website functionality
- User experience
- Personalization
- Website security
- Marketing effectiveness

Without cookies, many websites would not be able to remember user preferences or provide personalized services.

## 6. Summary

The Autodhun Digital Cookie Policy explains how cookies are used to improve the website and user experience. The platform uses different types of cookies, including essential, performance, functionality, and targeting cookies.

These cookies help with website functionality, user preference storage, analytics, and targeted advertising. Users have the option to manage or disable cookies through their browser settings, although doing so may limit certain website features