

# COOKIE POLICY

**Last Updated:** [Insert Date]

This Cookie Policy explains how (This Product) (“we”, “us”, “our”) uses cookies and similar tracking technologies on our website and platform (“Services”).

By using our Services, you consent to the use of cookies as described in this Policy.

## 1. WHAT ARE COOKIES?

Cookies are small text files stored on your device by your browser. They help websites function efficiently and provide insights into how users interact with the platform.

Cookies may be:

- **First-party cookies:** set by us
- **Third-party cookies:** set by partners or service providers

Cookies can also be:

- **Session cookies:** deleted when you close your browser
- **Persistent cookies:** remain until they expire or you delete them

## 2. TYPES OF COOKIES WE USE

We use the following categories of cookies:

## **A. Strictly Necessary Cookies**

These cookies enable essential features such as:

- Logging in to your account
- Page navigation
- Platform security
- Session management

These cookies cannot be disabled as the platform cannot function properly without them.

## **B. Analytical & Performance Cookies**

These help us understand how you use the platform, allowing us to improve performance.

We may track:

- Pages visited
- Features used
- Time spent on the platform
- Error logs

Tools may include Google Analytics or similar privacy-focused alternatives.

## **C. Functional Cookies**

These enable enhanced functionality and personalization, such as:

- Saving your learning preferences
- Remembering your login session
- Keeping your progress intact
- Storing UI settings

## **D. Marketing & Personalization Cookies *(if applicable)***

Used to personalize content and measure engagement with our materials.  
We do **not** use cookies for third-party advertising.

Examples include:

- Tracking which onboarding emails are opened
- Measuring product engagement for product-led growth

## **E. Third-Party Cookies**

Set by:

- Hosting providers
- Analytics services
- Payment gateways
- Customer support tools
- Learning content tools (for LearnVault)

Each third-party provider has its own privacy and cookie policies.

# **3. WHY WE USE COOKIES**

We use cookies to:

- Provide and maintain essential platform features
- Improve speed, performance, and reliability
- Understand user behavior and enhance the product
- Deliver personalized learning or chatbot-building experiences
- Ensure account security and prevent fraud

## 4. YOUR COOKIE CHOICES

You can control or manage cookies through:

### A. Browser Settings

You can block, delete, or restrict cookies using your browser's privacy settings.

### B. Cookie Consent Banner

Where required, you will see a banner/pop-up allowing you to:

- Accept all cookies
- Manage cookie preferences
- Reject non-essential cookies

### C. Opt-Out Tools

Some analytics providers offer their own opt-out mechanisms.

Please note: disabling essential cookies may affect functionality or prevent access to the platform.

## 5. HOW LONG WE STORE COOKIES

Cookies are stored for varying durations depending on their purpose:

- **Session cookies:** deleted when the session ends
- **Persistent cookies:** may last from 30 days up to 12 months unless manually removed

We review and update our cookie retention schedules periodically.

## 6. CHANGES TO THIS COOKIE POLICY

We may update this Cookie Policy from time to time. Any changes will be reflected on this page with an updated “Last Updated” date.

## 7. CONTACT US

For questions about how cookies are used on LearnVault or AnkurBot, contact us:

**Ankur Solutions Ltd.**

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