

AT(TM) makes use of a technology called “cookies” which stores small pieces of information on your computer.

We automatically collect information through cookies and similar technologies when you use, access or interact with us via our websites, landing pages, email, advertisements or apps.

Types of Cookies

The following types of cookies are implemented to help improve our engagements, identify repeat visitors and offer a personalized service as described below:

- **Function cookies:** to enable you to navigate our site and gain full access to its features and secure areas. These cookies also enable you to share pages and content that you find interesting on our Websites through third party social networking and other websites.
- **Performance cookies:** allows us to analyse and improve the performance of our website to provide you with better on-line experiences.
- **Preferences & Features cookies:** remembers choices you made on previous visits to our site so we can provide enhanced, more personal features as well allowing automated completion of forms with information previously provided.
- **Marketing cookies:** are used to deliver adverts more relevant to your personal interests, to limit the amount of times you see an advert and measure the effectiveness of adverts.

Cookies We Use

Cookie	Type Source	Personal Data collected	Retention period
Function	Aarnav technologies	We use this cookie to collect location data in order to redirect you to a region specific page	N/A
Function	AddThis	We use AddThis to allow you to share certain of our Site content with your social networks. Information collected includes browser/device type, IP address, and geolocation	13 months
Performance	Google	These cookies are used to collect website statistics and track conversion rates. No personally identifiable information is collected.	1 month/180 days
Performance	Google Analytics	We use Google Analytics to generate statistical data on how our visitors use our Site. We use IP masking to ensure that no personally identifiable information is collected	Session/2 years
Performance	MouseFlow	We use MouseFlow to better understand users' interaction with our Site. This helps us understand how visitors interact with contents. Mouse-flow does not use 3rd party cookies or any other client storage mechanism.	Decided by MouseFlow
Preferences & Features	Intercom	We use third-party analytics services to help understand your usage of our services. In particular, we provide a limited amount of your information (such as sign-up date and some personal information like your email address) to Intercom, Inc. ("Intercom") and utilise Intercom to collect data for analytics purposes when you visit our website or use our product.	Decided by Intercom
Preferences & Features	Wistia	We use Wistia to display video reviews on our Site.	Decided by Wistia
Marketing	LinkedIn	These types of cookies are used for retargeting, so we can show you relevant ads based on your activity on our Site after you leave it. Information collected includes an identifier, and sometimes your geolocation, device type, and IP address.	180 days
Marketing	Facebook	These types of cookies are used for retargeting, so we can show you relevant ads based on your activity on our Site after you leave it. Information collected includes an identifier, and sometimes your geolocation, device type, and IP address.	90 days
Marketing		These types of cookies are used to identify website visitors that access our client profile page on www.aarnavtechnologies.com . Information collected includes an identifier, and sometimes your geolocation, device type, and IP address.	

Advertising

Google Ad

We use Hubspot to identify your preferences so we can personalise our marketing emails. Information collected includes your visits to our Site, geolocation, device type, and IP address.

Decided by Google

Your choices

You may at any time [opt-out](#) of cookies. Please be aware that this may impact your experience of engaging with AT(TM) websites.

To opt-out of advertising or analytic cookies you can also use the following tools:

- Most Web browsers allow you to reject cookies or to choose which cookies to accept. For instance, you may opt out of Google's use of cookies by visiting [Google's Ads Settings](#). Check your browser's documentation and help files, or contact your browser vendor, for more information about its cookie features.
- Opt out of a third-party vendor's use of cookies by visiting the [Network Advertising Initiative opt-out page](#).
- For information about how you can opt out of receiving targeted advertising from many third-party providers, please visit the [Digital Advertising Alliance \(DDA\)](#)

Further information on how businesses use Cookies and how to manage cookies can be found at:

- allaboutcookies.org
- allaboutcookies.org/manage-cookies/index.html