Hypertune

Cookie Policy

PURPOSE

Our website Hypertune Ltd. (herein referred to as organization) uses cookies and other tracking technologies for the following purposes:

1. To analyze your use of our website
2. For promotional and marketing purposes
3. To understand your preferences, such as your preferred language
4. To deliver information that matches your interests
5. To help us understand our audience and traffic patterns
6. To let you automatically log into programs and parts of our site that require membership
7. To manage and present the information displayed on our website

SCOPE

Cookies are small text files that a website asks the user's browser to save on the user's system/device when a user visits the website to remember the user's device upon revisiting the website or during the session. Cookies set up by the domain organization are called first-party cookies, and cookies set by other domain(s) than the website(s) you are visiting are termed as third-party cookies. Third-party cookies are generally used for marketing and advertising purposes.

DEFINITION

CISO: Chief Information Security Officer

CTO : Chief Technology Officer

DPO : Data Protection Officer

ROLES & RESPONSIBILITIES

- The primary ownership of implementing this Policy is with the IT & department head.
- The IT shall implement this procedure under the guidance of the leadership team and in coordination with department heads.

TYPES OF COOKIES USED BY THE ORGANIZATION

1. Essential Website Cookies
2. Targeting Cookies
3. Functionality Cookies
4. Performance Cookies
5. Social networking cookies

COOKIE LIST

- Essential website cookies. These cookies and other technologies are essential in order to enable the Services to provide the feature you have requested, such as remembering you

have logged in.

- Functionality cookies. These cookies and similar technologies remember choices you make such as language or search parameters. We use these cookies to provide you with an experience more appropriate with your selections and to make your use of the Services more tailored.
- Performance and analytics cookies. These cookies and similar technologies collect information on how users interact with the Services and enable us to improve how the Services operate. For example, we use Google Analytics cookies to help us understand how visitors arrive at and browse our products and website to identify areas for improvement such as navigation, user experience, and marketing campaigns.
- Targeting or advertising cookies. These cookies collect information about your browsing habits in order to make advertising relevant to you. They perform functions like preventing the same ad from continuously re-appearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting advertisements that are based on your interests.
- Social networking cookies. These cookies are used to enable you to share pages and content that you find interesting on our Sites and Services through third-party social networking and other websites. These cookies may also be linked to targeting/advertising activities.

HOW CAN I CONTROL THE COOKIE PREFERENCE

Most browsers are set to accept cookies by default. However, you may remove or reject cookies in your browser's settings. Removing or rejecting the cookies may affect the performance of the website. You may opt out of the DoubleClick cookie by visiting the Google advertising opt-out page: http://www.google.com/policies/privacy/ads/. You may also opt out of Google Analytics by visiting the Google Analytics Opt-out page: http://tools.google.com/dlpage/gaoptout.

UPDATE AND REVIEW

We may update this Cookie Policy from time to time, therefore, we encourage you to periodically review this page for the latest information on the Policy.