KEF Cookie Management Policy

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1 Introduction

The Kaivalya Education Foundation (KEF) Cookie Management Process explains how we manage cookies used across KEF websites to improve performance and enhance the experience of the users.

At KEF, we believe in being clear and open about how we collect and use data related to you. In the spirit of transparency, this procedure provides detailed information about how and when we use cookies.

2 What is a cookie?

Cookies are text files containing small amounts of information which are automatically downloaded to your computer or device when you visit a website. Cookies send data back to the originating website on each subsequent visit, or shares data with another website which recognizes that cookie. For example, cookies enable us to identify your device and secure your access to KEF websites.

Cookies can do other relevant jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improving the user experience. They can also help to ensure that the advertisements you see online are more relevant to you and your interests.

3 Usage of cookies

Cookies can be used for a variety of purposes such as remembering your preferences, measuring your activity and optimizing your user experience.

It contains the following data:

- The name of the server that has placed it there;
- An identifier, in the form of a unique number; and
- An expiration date (some cookies only).

Cookies are managed by the web browser on your computer. Most cookies won't collect information that identifies you. Instead, they will collect more general information such as your general location or how you arrive at and use our websites.

4 Purposes for which KEF uses cookies

Generally, our cookies perform three different functions:

- **Enabling our websites to function properly**
  Some cookies are essential for the operation of our websites. For example, we use cookies to ensure that you are shown the correct webpages for your location, or to identify when we have broken links or other technical issues with the website.
- **Analyzing visitor behavior**
  We use cookies to analyze how our visitors use our websites and to monitor website performance. This allows us to provide a high-quality experience by making sure that our content and layout remains relevant to you. For example, we use cookies to keep track of which pages and links are most popular and which are not providing the information that's required by our visitors.

5 Type of cookies used at KEF

We use only Session cookies, Analytical/Customization cookies and Advertising cookies.

- **Session Cookies:** Session cookies enable the website you are visiting to keep track of your movement from page to page, so you don't get asked for the same information you've already given to the site. Cookies allow you to proceed through many pages of a site quickly and easily without having to authenticate or reprocess each new area you visit. These only last for as long as the session (usually the current visit to a website or a browser session).

- **Analytical/Customization cookies:** These cookies collect information about how visitors use and interact with our services, for instance which pages they go to most often. These cookies also enable us to personalize content and remember your preferences (e.g., your choice of language, country, or region). These cookies help us improve the way our websites work and provide a better, personalized user experience.

- **Advertising cookies:** These cookies record your visit to our websites, the pages you have visited, and the links you have clicked. They gather information about your browsing habits and remember that you have visited a website. We (and third-party advertising platforms or networks) may use this information to make our websites, content, and advertisements displayed on them more relevant to your interests (this is sometimes called "behavioral" or "targeted" advertising). These types of cookies are also used to limit the number of times you see an advertisement as well as to help measure the effectiveness of advertising campaigns.

6 How can you control cookies?

Most browsers allow you to control cookies through their settings preferences. Essential cookies, however, cannot be disabled. If you do not allow certain cookies to be installed, the website may not be accessible to you and/or the performance, features, or services of the website may be compromised.

You can also manage this type of cookie in the privacy settings on the web browser you are using. Please see below for more information.

You can disable and/or delete cookies by using your browser settings. Please note that if you use your browser settings to block all cookies you may not be able to access parts of our or others' websites. The following pointers provide information on how to modify the cookies settings on some popular browsers:

- **Apple Safari:**
  Step 1: Open Safari if it is not already open.
  Step 2: Choose Safari > Preferences, and then click Privacy.
  Step 3: In the "Block cookies" section, specify if and when Safari should accept cookies from websites. To see an explanation of the options, click the Help button (question mark).
  Step 4: If you want to see which websites store cookies on your computer, click Details.

- **Google Chrome:**
  Step 1: On your computer, open Chrome.
  Step 2: At the top right, click More Settings.
  Step 3: At the bottom, click Advanced.
  Step 4: Under "Privacy and security," click Content settings.
  Step 5: Click Cookies.
  Step 6: Under "All cookies and site data," click Remove all.
  Step 7: Confirm by clicking Clear all.

- **Microsoft Internet Explorer**
  Step 1: Select the gear in the upper-right corner of the screen, then select "Internet Options". If you have the Menu Bar enabled, you can select "Tools" > "Internet Options".
  Step 2: Click the "Privacy" tab.
  Step 3: Select the "Advanced" button.
  Step 4: Under "First-party Cookies" and "Third-party Cookies", choose one of the following:
  Step 5: Accept – To automatically accept cookies.
  Step 6: Block – To automatically block cookies.
  Step 7: Prompt – To prompt with each cookie request.
  You can also check "Always allow session cookies" if desired. Select "OK" when done.
  Step 8: Select the "Sites" button if you wish to set options for specific websites. Under this section, type the website in the "Address of website" field, then select to "Block" or "Allow" cookies on that website. Click "OK" when you are done.
  Step 9: Click "OK" and you have successfully set your cookie settings in IE11.

- **Mozilla Firefox**

Step 1: Click the menu button ☰ and choose Preferences.
Step 2: Select the Privacy & Security panel and go to the History section.
Step 3: In the drop-down menu next to "Firefox will" choose "Use custom settings for history".
Step 4: Check the "Accept cookies from sites" checkbox to enable cookies and uncheck it to disable them.
Step 5: Choose how long cookies are allowed to be stored:
- o Keep until: they expire: Each cookie will be removed when it reaches its expiration date, which is set by the site that sent the cookie.
- o Keep until: I close Firefox: The cookies that are stored on your computer will be removed when Firefox is closed.
- o Keep until ask me every time: Displays an alert every time a website tries to send a cookie, and asks you whether or not you want to store it
Step 6: Close the about: preferences page. Any changes you've made will automatically be saved.

7 Accepting or refusing cookies

We must remind you that reconfiguration is liable to alter the conditions under which you access any of our services which require the use of cookies.

Most browsers allow you to manage your preferred cookies. You can set your browser to refuse or delete certain cookies.

You can control whether to accept cookies or not. If you decide to not accept cookies, some features and services on our websites will not function properly.

If you would prefer not to accept cookies you can either:

- Change your browser settings to notify you when you receive a cookie, which lets you choose whether or not to accept it; or
- Set your browser to automatically not accept any cookies.

For more information on how we handle personal information please refer to our Privacy Policy online.