

# COOKIE POLICY

\*\*Last updated:\*\* [01/10/2025]

## 1. WHAT ARE COOKIES

Cookies are small text files that are stored on your device when you visit our website **www.govisan.com**. These cookies allow us to recognize your device and remember certain information about your preferences or past actions.

**GOVISAN Solutions** ("we", "our", "the company") uses cookies to improve your browsing experience, analyze website usage and provide personalized content related to our luxury hospitality telecommunications services.

## 2. TYPES OF COOKIES WE USE

### 2.1 Essential Cookies (Always Active)

These cookies are necessary for basic website functionality and cannot be disabled:

Cookie	Purpose	Duration	Third Party
`govisan_session`	Maintain user session	Session	No
`cookie_consent`	Remember your cookie preferences	1 year	No
`security_token`	CSRF protection for forms	24 hours	No

### 2.2 Performance and Analytics Cookies

Help us understand how visitors interact with our website:

Cookie	Purpose	Duration	Third Party
`_ga`	Google Analytics - Unique identifier	2 years	Google
`_ga_[ID]`	Google Analytics 4 - Session state	2 years	Google
`_gid`	Google Analytics - Session identifier	24 hours	Google
`_gat`	Google Analytics - Rate limiting	1 minute	Google

\*\*Information collected:\*\*

- Pages visited and time spent
- Traffic source (search engine, direct referral, etc.)
- Device and browser used
- Navigation patterns and clicks
- Approximate geographic information (country/region)

### 2.3 Functional Cookies

Allow the website to provide enhanced functionality and personalization:

Cookie	Purpose	Duration	Third Party
--------	---------	----------	-------------

`language_preference`	Remember selected language	6 months	No
`contact_form_data`	Remember form information	7 days	No
`video_settings`	Video playback preferences	30 days	No

### ### 2.4 Marketing and Advertising Cookies (Optional)

Used to display relevant content and measure campaign effectiveness:

Cookie	Purpose	Duration	Third Party
`_fbp`	Facebook Pixel - Conversion tracking	90 days	Facebook
`linkedin_oauth`	LinkedIn - Content integration	30 days	LinkedIn
`youtube_tracking`	YouTube - Embedded video analytics	Varies	Google/YouTube

## ## 3. SIMILAR TECHNOLOGIES

In addition to cookies, we use:

### ### 3.1 Tracking pixels

Small transparent images that help us:

- Measure email openings
- Analyze user behavior
- Personalize future content

### ### 3.2 Browser local storage

- `localStorage`: User preferences and settings
- `sessionStorage`: Temporary browsing data
- `IndexedDB`: Content cache for better performance

### ### 3.3 Web beacons and tags

Used in our emails and website for:

- Campaign effectiveness analysis
- Interaction tracking
- Engagement measurement

## ## 4. SPECIFIC PROCESSING PURPOSES

### ### 4.1 Website operation

- Maintain basic functionality
- Remember language preferences
- Manage user sessions
- Provide security against attacks

### ### 4.2 Analysis and improvement

- **Performance metrics**: Load times, technical errors
- **Audience analysis**: Demographics, interests, behavior
- **Content optimization**: Most popular pages, navigation patterns
- **UX improvement**: Usability issue identification

### ### 4.3 Personalized marketing

- Audience segmentation by interest in specific services

- Retargeting for users who visited service pages
- Digital marketing campaign ROI measurement
- Content personalization based on browsing history

#### ### 4.4 Effective communication

- Remember previously provided contact information
- Personalize proposals according to services of interest
- Optimize forms for better conversion

### ## 5. LEGAL BASIS FOR COOKIE USE

#### ### 5.1 Consent (Art. 6.1.a GDPR)

For non-essential cookies, we process data based on your explicit consent.

#### ### 5.2 Legitimate interest (Art. 6.1.f GDPR)

For basic analytics cookies, based on our legitimate interest to:

- Improve website security
- Analyze technical performance
- Optimize user experience

#### ### 5.3 DPDP Act compliance (India)

For visitors from India, we comply with:

- Obtaining specific consent for each category
- Transparency about data processing
- Right to withdraw consent

### ## 6. MANAGING YOUR PREFERENCES

#### ### 6.1 Cookie preference panel

You can manage your preferences through our cookie panel available at:

- Initial banner when visiting the site
- "Configure cookies" link in footer
- "Privacy" section in user settings

#### ### 6.2 Browser settings

You can also control cookies through your browser settings:

##### \*\*Chrome:\*\*

1. Settings → Privacy and security → Cookies and other site data
2. Select your preferences

##### \*\*Firefox:\*\*

1. Settings → Privacy & Security
2. Manage cookie settings

##### \*\*Safari:\*\*

1. Preferences → Privacy
2. Manage cookies and website data

##### \*\*Edge:\*\*

1. Settings → Privacy, search, and services
2. Cookies and site permissions

### ### 6.3 Specific opt-out tools

#### \*\*Google Analytics:\*\*

- [Opt-out add-on](<https://tools.google.com/dlpage/gaoptout>)
- Google Ads settings

#### \*\*Social networks:\*\*

- Facebook: [Ad preferences](<https://www.facebook.com/ads/preferences/>)
- LinkedIn: [Privacy settings](<https://www.linkedin.com/psettings/>)

## ## 7. THIRD-PARTY COOKIES

### ### 7.1 Google Analytics

**\*\*Purpose:\*\*** Web analytics and audience measurement

**\*\*Data shared:\*\*** Anonymized browsing information

**\*\*Privacy policy:\*\*** [privacy.google.com](<https://privacy.google.com>)

**\*\*Retention:\*\*** Configured to 26 months maximum

### ### 7.2 Facebook Pixel

**\*\*Purpose:\*\*** Marketing and targeted advertising

**\*\*Data shared:\*\*** Conversion events and behavior

**\*\*Privacy policy:\*\*** [facebook.com/privacy](<https://facebook.com/privacy>)

**\*\*Retention:\*\*** According to Facebook policies

### ### 7.3 LinkedIn Insights

**\*\*Purpose:\*\*** Professional audience analysis

**\*\*Data shared:\*\*** Professional demographic information

**\*\*Privacy policy:\*\*** [linkedin.com/legal/privacy-policy](<https://linkedin.com/legal/privacy-policy>)

**\*\*Retention:\*\*** According to LinkedIn policies

### ### 7.4 YouTube (Google)

**\*\*Purpose:\*\*** Embedded video playback

**\*\*Data shared:\*\*** Viewing preferences

**\*\*Privacy policy:\*\*** [youtube.com/privacy](<https://youtube.com/privacy>)

**\*\*Retention:\*\*** According to Google policies

## ## 8. INTERNATIONAL DATA TRANSFERS

Some cookie providers may transfer data outside India/EU:

### ### 8.1 Implemented safeguards

- **\*\*Standard Contractual Clauses (SCC)\*\*** approved by European Commission

- **\*\*Adequacy certifications\*\*** for countries with appropriate protection level

- **\*\*Additional technical measures:\*\*** encryption, pseudonymization, data minimization

### ### 8.2 Main destination countries

- **United States:** Google, Facebook, LinkedIn (under appropriate transfer mechanisms)
- **Ireland:** European data centers of global providers
- **Singapore:** Some regional analytics services

## ## 9. COOKIE DATA RETENTION

### ### 9.1 Retention periods by category

Category	Retention Period	Justification
Essential	Session duration	Technical functionality
Analytics	26 months maximum	Trend analysis
Functional	6 months – 1 year	Personalized experience
Marketing	90 days – 2 years	Effective campaigns

### ### 9.2 Automatic deletion

- Data is automatically deleted upon expiration
- We implement "deletion by default" policies
- Annual review of retention periods

## ## 10. YOUR RIGHTS

### ### 10.1 Rights under GDPR (EU residents)

- **Access:** Request information about stored cookies
- **Rectification:** Correct inaccurate data
- **Erasure:** Request deletion of non-essential cookies
- **Objection:** Object to processing for direct marketing
- **Portability:** Receive data in machine-readable format

### ### 10.2 Rights under DPDP Act (India residents)

- **Confirmation and access:** Confirm what data we process
- **Correction:** Correct inaccurate personal data
- **Erasure:** Request deletion when no longer necessary
- **Portability:** Transfer data to another controller

### ### 10.3 Exercising your rights

**Contact:** [privacy@govisan.com](mailto:privacy@govisan.com)

**Response time:** 30 days for GDPR requests, according to DPDP deadlines for India residents

**No cost:** First annual request is free

## ## 11. UPDATES TO THIS POLICY

### ### 11.1 Change notifications

We will notify you of significant changes through:

- **Prominent notice** on website
- **Cookie banner update**
- **Email** if you have a registered account

### ### 11.2 Changes requiring new consent

- New types of cookies processing personal data
- Changes in processing purposes
- New third parties receiving data

- Extension of retention periods

## ## 12. CONTACT

For questions about this Cookie Policy:

**\*\*Specific email:\*\*** cookies@govisan.com  
**\*\*General email:\*\*** privacy@govisan.com  
**\*\*Phone:\*\*** [Specific number for privacy]

**\*\*Postal address:\*\***  
GOVISAN Solutions  
Attn: Data Protection Officer  
Manyata Tech Park Road  
Manyata Mahogany F2,  
Bengaluru KA 560045, India

**\*\*For EU residents:\*\***  
[Designated EU representative]  
Email: eu-privacy@govisan.com

## ## 13. SUPERVISORY AUTHORITIES

If you are not satisfied with our cookie management:

**\*\*India:\*\*** Data Protection Board of India (when established)  
**\*\*Spain:\*\*** Spanish Data Protection Agency (AEPD)  
**\*\*EU:\*\*** Your national data protection authority

## ## 14. ADDITIONAL TECHNICAL INFORMATION

### ### 14.1 Cookie identification

You can identify our cookies by looking for:

- "govisan\_" prefix for first-party cookies
- "govisan.com" domain in browser cookie settings

### ### 14.2 Session vs. persistent cookies

- **\*\*Session:\*\*** Deleted when browser closes
- **\*\*Persistent:\*\*** Remain until expiration date or manual deletion

### ### 14.3 First-party vs. third-party cookies

- **\*\*First-party:\*\*** Set directly by govisan.com
- **\*\*Third-party:\*\*** Set by external services (Google, Facebook, etc.)

---

**\*\*Effective date:\*\*** [Date]  
**\*\*Version:\*\*** 1.0

This Cookie Policy complements our [Privacy Policy] and [Terms of Service].