

# COOKIE POLICY

**Effective Date:** 09/06/2026

**Last Updated:** 09/06/2026

## 1. INTRODUCTION

This Cookie Policy explains how Mahananda Consultancy ("Company", "we", "our", or "us") uses cookies and similar technologies when you visit or interact with <https://mahanandaconsultancy.com> ("Website").

This Cookie Policy should be read together with our Privacy Policy and Terms of Service.

By continuing to use the Website, you acknowledge that cookies and similar technologies may be used as described in this Policy, subject to your preferences and applicable law.

---

## 2. WHAT ARE COOKIES?

Cookies are small text files placed on your computer, smartphone, tablet, or other device when you visit a website.

Cookies help websites:

- Function properly
- Remember user preferences
- Improve performance
- Analyze visitor behavior
- Enhance security
- Deliver relevant content and advertisements

Cookies generally do not contain information that directly identifies an individual, although they may be linked with information held by the website operator.

---

## 3. WHAT TYPES OF COOKIES WE USE

### A. Essential Cookies

These cookies are necessary for the Website to function properly.

They help:

- Maintain security

- Enable navigation
- Remember session information
- Prevent fraudulent activity
- Ensure website stability

Without these cookies, certain Website features may not operate correctly.

Examples:

- Session cookies
  - Security cookies
  - Authentication cookies
- 

## **B. Performance Cookies**

Performance cookies help us understand how visitors interact with our Website.

They collect information such as:

- Pages visited
- Time spent on pages
- Navigation patterns
- Website performance issues

This information helps improve Website functionality and user experience.

---

## **C. Analytics Cookies**

Analytics cookies help us understand:

- Visitor behavior
- Website traffic
- Popular pages
- User engagement
- Traffic sources

Analytics data is generally aggregated and used for statistical purposes.

Examples may include:

- Google Analytics
  - Microsoft Clarity
  - Similar analytics platforms
-

## **D. Functionality Cookies**

These cookies allow the Website to remember user preferences such as:

- Language settings
- Region preferences
- Form preferences
- Previously entered information

They improve convenience and personalization.

---

## **E. Advertising and Marketing Cookies**

Where applicable, we may use cookies to:

- Measure advertising effectiveness
- Understand marketing performance
- Display relevant advertisements
- Improve marketing campaigns

Examples may include:

- Google Ads
- Meta Pixel
- LinkedIn Insight Tag
- Similar advertising technologies

Advertising cookies may track browsing activity across multiple websites.

---

## **F. Third-Party Cookies**

Some cookies may be placed by third-party service providers.

Examples include:

- Analytics providers
- Advertising networks
- Social media platforms
- Embedded content providers
- Payment processors

These third parties may collect information according to their own privacy policies.

We do not control third-party cookies.

---

## **4. INFORMATION COLLECTED THROUGH COOKIES**

Cookies may collect information such as:

- IP address
- Browser type
- Device information
- Operating system
- Geographic region
- Website usage data
- Session information
- Referring URLs
- Pages viewed
- Click behavior
- Visit duration

The information collected may be combined with other information where permitted by law.

---

## **5. PURPOSE OF COOKIE USE**

We use cookies to:

- Operate the Website
  - Improve Website functionality
  - Analyze visitor behavior
  - Enhance Website security
  - Prevent fraud
  - Improve user experience
  - Measure marketing effectiveness
  - Personalize Website content
  - Support business operations
- 

## **6. LEGAL BASIS FOR COOKIE PROCESSING**

Where required by applicable law, including the Digital Personal Data Protection Act, 2023 and related rules, cookies may be used:

- Based on your consent;
- Where necessary for Website functionality;
- For legitimate operational purposes;
- For security and fraud prevention purposes.

Where consent is required, users may manage or withdraw consent through available preference mechanisms.

---

## 7. COOKIE CONSENT

When you first visit our Website, you may be presented with a cookie banner or consent mechanism.

Depending on applicable legal requirements, you may:

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

Your preferences may be updated at any time through available Website settings or browser controls.

---

## 8. MANAGING COOKIES

Most web browsers allow users to:

- View cookies
- Delete cookies
- Block cookies
- Restrict certain cookie categories

Browser settings may be adjusted through:

- Google Chrome
- Mozilla Firefox
- Microsoft Edge
- Safari
- Other supported browsers

Please note that disabling certain cookies may affect Website functionality.

---

## 9. WITHDRAWING CONSENT

Where cookie processing is based upon consent, you may withdraw consent at any time.

Withdrawal of consent does not affect processing undertaken prior to withdrawal.

Certain Website functions may become unavailable if specific cookies are disabled.

---

## 10. THIRD-PARTY SERVICES

The Website may use third-party services that place cookies or similar technologies, including but not limited to:

- Google services
- Meta services
- LinkedIn services
- Microsoft services
- Website analytics providers
- Advertising providers

These services operate under their own privacy and cookie policies.

Users should review those policies independently.

---

## 11. DATA RETENTION

Cookies may remain active for different periods depending on their purpose.

### Session Cookies

Session cookies are deleted automatically when a browser session ends.

### Persistent Cookies

Persistent cookies remain stored until:

- Their expiration date is reached;
- They are manually deleted; or
- Browser settings remove them.

Retention periods vary depending on the cookie type and service provider.

---

## 12. INTERNATIONAL DATA TRANSFERS

Certain analytics, advertising, and cloud service providers may process information outside India.

Where such transfers occur, we take reasonable measures to ensure appropriate safeguards and compliance with applicable law.

Such transfers remain subject to restrictions imposed under applicable Indian regulations.

---

## 13. CHILDREN'S PRIVACY

Our Website is not directed toward individuals under the age of 18.

We do not knowingly use cookies to collect personal information from children without appropriate authorization.

---

## 14. CHANGES TO THIS COOKIE POLICY

We reserve the right to update or modify this Cookie Policy at any time.

Updated versions will be published on the Website together with the revised effective date.

Continued use of the Website after publication of changes constitutes acceptance of the revised Cookie Policy.

---

## 15. CONTACT INFORMATION

For questions regarding this Cookie Policy, please contact:

**Mahananda Consultancy**

Website: <https://mahanandaconsultancy.com>

Email: [info@mahanandaconsultancy.com](mailto:info@mahanandaconsultancy.com)

Phone: [+91 9851932712](tel:+919851932712)

Address: [Najrulpally Baranilpur, Sripally, Purba Bardhaman -713103](#)

---

## 16. ACKNOWLEDGEMENT

By continuing to use the Website, you acknowledge that you have read and understood this Cookie Policy and consent to the use of cookies and similar technologies as described herein, subject to your preferences and applicable law.