

VIKAS GROUP COOKIES POLICY

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Kenmore Vikas (India) Pvt. Ltd., having its office at Plot No. 4, 20th Milestone, Mathura Road, Faridabad - 121006, Haryana, India ("we", "us", "our", "Vikas"), is committed to being transparent about the technologies we use while making our Website, www.vikasgroup.in ('Website') available to you as a visitor or user ("you", "your", or "user"). This Cookie Policy ("Policy") applies to the Website.

This Policy explains how and why we use cookies and the choices available to you. It also describes how Vikas uses information collected through cookies when you access or use our Website.

Before using our Website or availing any of our products and/or services, you are advised to carefully read our Privacy Policy available on our Website. Except as otherwise set out in this Policy, our Privacy Policy governs how we collect and process personal data. By continuing to visit and/or use our Website, you acknowledge that cookies and similar technologies may be used in accordance with this Policy. Where required, we will seek your consent before placing non-essential cookies on your Device.

We can place cookies and other similar technology on your device, including mobile device, in accordance with your preferences set on our cookie consent manager. Depending on your settings in our cookie consent manager on your mobile device, the following information may be collected through cookies or similar technology: your unique device identifier, mobile device IP address, information about your device's operating system, mobile carrier and your location information (to the extent permissible under applicable law).

What are cookies?

Cookies are text files containing small amounts of information which are downloaded to your computer or mobile device when you visit a site and allow a site to recognize your device. Cookies managed by Vikas only are called "first party cookies" whereas cookies from third parties are called "third party cookies" as explained below.

Why do we use cookies and similar technologies?

Cookies do a lot of different jobs, such as 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. In addition, cookies can help us to analyze the use of our websites and online content (analytics cookies) and they can also facilitate/track the interaction on our websites and online content with social media (e.g. links to social media sites, like buttons, etc.).

Does Vikas use cookies for marketing and analytics?

Yes, we may use information collected from our cookies to identify user behavior and to serve content and offers based on your profile, and for the other purposes described below, to the extent legally permissible in certain jurisdictions.

In other cases, we can associate cookie information (including information from cookies placed via our advertisements on third party sites) with an identifiable individual. For example:

- If we send you a targeted email which includes web beacons, cookies or similar technologies we will know whether you open, read, or delete the message.

- When you click a link in a marketing e-mail you receive from Vikas, we will also use a cookie to log what pages you view and what content you download from our websites, even if you are not registered at or signed into our site.
- Combining and analyzing personal data – As described above, we may combine data from publicly available sources, third party providers and from our different e-mail, website, and personal interactions with you (this includes information collected across our different websites such as our careers and corporate sites and information collected when you sign-up or log on to our sites or connect to our sites using your social media credentials (such as LinkedIn). We combine this data to better assess your experience with Vikas and to perform the other activities described throughout our privacy policy.

Do we use any cookies from third party companies?

Some cookies, web beacons and other tracking and storage technologies that we use are from third party companies (third party cookies), such as Facebook, Microsoft, Marketo Munchkin Tracking, X, Knotch, YouTube, Google, Instagram, Yoptima and LinkedIn Analytics to provide us with web analytics and intelligence about our sites which may also be used to provide measurement services and target ads. These companies use programming code to collect information about your interaction with our sites, such as the pages you visit, the links you click on and how long you are on our sites. This code is only active while you are on an Vikas website. If you have provided consent, your interactions may be tracked across multiple devices and platforms. For instance, this may occur through services like Google Analytics, when you are logged into your Google account on multiple devices. For more information on how these companies collect and use information on our behalf, please refer to their privacy policies.

We may share your cookie and browsing data with the third-party service providers and partners mentioned above for purposes such as analytics, advertising, and social media integration. These third parties may use this data to improve their services and deliver more relevant content in accordance with their respective privacy statements, mentioned above.

Under certain privacy laws, this type of data sharing may be considered a “sale” or “sharing” of personal information. If you prefer not to have your personal information shared in this way, you can manage your preferences at any time by opting out of analytics, advertising, and social media cookies through our cookie consent manager.

Does Vikas use any tracking technologies similar to cookies?

We may also use web beacons (including conversion pixels) or other technologies for similar purposes as above and we may include these on our sites, in marketing e-mail messages or our newsletter, affiliated websites, to determine whether messages have been opened and links clicked on. Web beacons do not place information on your device, but they may work in conjunction with cookies to monitor website activity. The information provided below about cookies also applies to web beacons and similar technologies. Conversion pixels are small codes located on a particular web page which are triggered when someone visits a page resulting in an increase in the conversion count.

What if I don’t want cookies or similar tracking technologies?

You can adjust your cookie settings through our cookie consent manager. If you want to remove existing cookies from your device, you can do this using your browser options. If you want to block future cookies being placed on your device you can use our cookie consent manager.

Please bear in mind that deleting and blocking cookies may have an impact on your user experience.

What types of cookies does the site use?

The cookies used on Vikas sites have been categorized as per the table below. However, it is important to note that not all cookies may be used in all jurisdictions or websites. A list of the categories of cookies used on this website is set out below:

Category	Description
Strictly Necessary cookies	These cookies are essential in order to enable you to move around the site and use its features, such as accessing secure areas of the site. Without these cookies, services you have asked for cannot be provided.
Analytics cookies	These cookies enable us to employ data analytics so we can measure and improve the performance of our site and to personalize and enhance your profile-based experience on our site. They help us test and deliver content that is more relevant to you by analyzing how you interact with our site, including generating insights about how different audiences engage with our content. They may collect information associated with devices, identifiers or interactions that are not intended to directly identify you as an individual but can be considered personal data under applicable privacy laws. Such data may be used in aggregate for audience-level insights, including region-based or organizational-level insights where applicable. Such data is processed by service providers acting on our behalf, including Adobe Analytics, Adobe Target (including using AI for website performance improvement), Audience Manager, Google Analytics, Leadfeeder, Contentsquare and Demandbase to provide us with analytics and insights about the use of our website and the audiences interacting with it.
Performance cookies	Performance cookies are generally third-party cookies from vendors we work with or who work on our behalf that collect information about your visit and use of the Vikas website, for instance which pages you visit the most often, and if you get error messages from web pages. These cookies don't collect information that identifies a visitor. All information these cookies collect is anonymous and is only used to improve how the website works. Third party vendors may have access to this data and may use it to improve their overall services and offerings.
Functionality cookies	These cookies allow a site to remember choices you make (such as your username, language or the region you are in) and provide more enhanced, personal features. These cookies cannot track your browsing activity on other websites. They don't gather any information about you that could be used for advertising or remembering where you've been on the Internet outside our site.
Advertising and social media cookies	Third-party advertising and social media cookies are used to (1) deliver advertisements more relevant to you and your interests; (2) limit the number of times you see an advertisement; (3) help measure the effectiveness of the advertising campaign; (4) retargeting to Vikas websites/information and (5) understand people's behavior after they view an advertisement. They are usually placed on behalf of advertising networks with the site operator's permission. They remember that you have visited a site and quite often they will be linked to site functionality provided by the other organization. This may impact the content and messages you see on other websites you visit. If you do not allow these cookies you may not be able to use or see these sharing tools or play certain videos on our site.

If you have any questions now or during your visit, please submit your request through our Contact Us form. You can adjust your cookie settings at any time from our cookie consent manager.