



# COOKIE POLICY for SIVI AI PLATFORM AND TECHNOLOGIES PRIVATE LIMITED (U72200DL2022PTC398271)

## COOKIE POLICY

**SIVI AI Platform and Technologies Private Limited (ANVI)**  
**Last Updated:** [Insert Date]

This Cookie Policy explains how **SIVI AI Platform and Technologies Private Limited**, operating under the brand **ANVI** (“ANVI”, “Company”, “we”, “us”, “our”), uses cookies and similar technologies on its websites, applications, microsites, chatbots, and related platforms (collectively, the “**Platform**”).

This Cookie Policy forms an integral part of and should be read together with the **Privacy Policy – SIVI**.

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### 1. What Are Cookies?

Cookies are small text files stored on your device (computer, mobile, tablet, or other devices) when you visit a website. Cookies help the Platform function efficiently, enhance security, remember user preferences, and improve user experience.



We may also use similar technologies such as pixels, SDKs, tags, and local storage.

Cookies may be:

- **Session Cookies** – deleted when you close your browser
  - **Persistent Cookies** – remain stored for a defined duration
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## **2. Categories of Cookies We Use**

### **A. Strictly Necessary Cookies**

These cookies are essential for the operation and security of the Platform and cannot be disabled.

#### **Purpose includes:**

- User authentication and session management
- Platform security and fraud prevention
- Load balancing and system stability
- Form submissions and navigation

#### **Legal Basis:**

- GDPR: Legitimate Interest



- DPDP Act, 2023: Necessary for providing requested services
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## **B. Functional Cookies**

These cookies enable enhanced functionality and personalization.

### **Examples:**

- Remembering login preferences
- Language and regional settings
- User interface customization

**Legal Basis:** User Consent

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## **C. Analytics & Performance Cookies**

These cookies help us understand how users interact with the Platform in an aggregated and anonymized manner.

### **Examples:**

- Pages visited
- Time spent on the Platform



- Error monitoring and performance optimization

We may use third-party analytics tools (such as Google Analytics), configured with reasonable safeguards such as IP anonymization where applicable.

**Legal Basis:** User Consent

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## **D. Marketing & Communication Cookies**

These cookies are used to:

- Measure the effectiveness of marketing campaigns
- Deliver relevant communications and content
- Track interaction with promotional materials

**Legal Basis:** Explicit User Consent

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## **3. Third-Party Cookies**

Certain cookies may be placed by third-party service providers engaged by ANVI for:

- Analytics
- Cloud hosting



- Security monitoring
- Communication and marketing

Such third parties may process data within India or in other jurisdictions. Where applicable, ANVI ensures reasonable contractual, technical, and organizational safeguards in accordance with applicable laws.

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#### **4. Cookie Consent Management**

When you first visit the Platform, you will be presented with a **cookie consent banner** allowing you to:

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

You may modify or withdraw your consent at any time through:

- The cookie settings link available on the Platform
- Your browser settings

Withdrawal of consent does not affect the lawfulness of processing prior to withdrawal.

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## **5. Managing Cookies Through Your Browser**

Most browsers allow you to:

- View stored cookies
- Delete cookies
- Block future cookies

Please note that disabling certain cookies may impact the availability or functionality of the Platform.

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## **6. Data Protection Rights**

### **For Users in the European Union (GDPR)**

You have the right to:

- Access, rectify, or erase your personal data
- Restrict or object to processing
- Withdraw consent
- Lodge a complaint with a competent supervisory authority

### **For Users in India (DPDP Act, 2023)**



You have the right to:

- Access information about data processing
- Correct or erase personal data
- Withdraw consent
- Seek grievance redressal

Requests may be submitted using the contact details below.

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## **7. Retention of Cookie Data**

Cookies are retained only for as long as necessary to fulfill their intended purpose or to comply with legal obligations. Once the retention period expires, cookies are automatically deleted or anonymized.

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## **8. Changes to This Cookie Policy**

ANVI reserves the right to modify this Cookie Policy at any time. Updates will be published on the Platform with the revised “Last Updated” date. Continued use of the Platform constitutes acceptance of the updated policy.

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## 9. Contact Information

For any queries related to this policy, please contact the company's AML Compliance Officer or Head of Compliance at [compliance@anvi.ai](mailto:compliance@anvi.ai)

The courts at **Delhi, India**, shall have exclusive jurisdiction.