

PROFITERA PRIVATE LIMITED

GDPR Compliance & Cookie Policy

Last Updated: 01 February 2026

This document forms part of the official website policies of **PROFITERA PRIVATE LIMITED** and outlines the Company's approach to data protection, privacy safeguards, and limited cookie usage in accordance with applicable data protection regulations.

1. GDPR Compliance Framework

PROFITERA PRIVATE LIMITED follows a “**Privacy by Design**” and “**Security by Design**” approach across its systems, processes, and digital platforms. Protection of personal data and user privacy has been an integral consideration in the design and operation of the platform.

In line with the applicability of the **General Data Protection Regulation (GDPR)**, the Company is committed to adhering to core GDPR principles, including lawfulness, fairness, transparency, purpose limitation, data minimisation, accuracy, storage limitation, and security. Appropriate technical and organisational measures are implemented to safeguard data and prevent unauthorised access, misuse, alteration, or disclosure.

2. Cookie Policy Overview

PROFITERA PRIVATE LIMITED uses a **minimal and functionality-driven cookie framework**. Cookies are deployed solely to support essential platform operations and improve user experience.

Cookies used by **PROFITERA PRIVATE LIMITED**:

- Do **not** store personal data
- Do **not** collect personally identifiable information
- Do **not** track users across third-party websites
- Are used strictly for internal platform functionality

Where applicable, the Company provides transparency regarding cookie usage in accordance with GDPR and other relevant privacy regulations.

3. Regulatory Context

While GDPR primarily governs the processing of personal data, certain transparency obligations may also apply to cookies that store non-personal or technical identifiers. In view of evolving interpretations of privacy and electronic communications regulations, PROFITERA PRIVATE LIMITED ensures appropriate disclosure of its limited cookie usage, including for users located within the **European Union (EU)**.

4. Cookies Used by PROFITERA PRIVATE LIMITED

4.1 Frequency Capping Cookie

Information Collected:

A non-personal technical identifier associated with a campaign or geographic zone, along with a timestamp.

Purpose:

To prevent repeated display of the same advertisement to a user.

Data Retention Period:

Configured internally at the time the feature is enabled.

Data Processing Scope:

- Data is used exclusively by PROFITERA PRIVATE LIMITED
- Data is not shared with third parties
- Data cannot be used to uniquely identify an individual

4.2 Conversion Tracking Cookie

Information Collected:

A non-personal technical identifier associated with a campaign or advertisement source.

Purpose:

To enable attribution of conversions to a specific advertisement or campaign source, without tracking individual users.

Data Retention Period:

The cookie expires within **210 days or less**.

Data Processing Scope:

- Data is used exclusively by PROFITERA PRIVATE LIMITED
- Data is not shared with third parties
- Data cannot be used to uniquely identify an individual

5. Important Notice

If Frequency Capping or Conversion Tracking features are **not utilised**, disclosure of these cookies may not be required for EU users.

6. Contact Information

For GDPR-related queries, data protection concerns, or cookie-related questions, users may contact:

 support@profitera.net

7. Governing Law

This policy shall be governed by and construed in accordance with applicable laws. Any disputes arising in relation to this policy shall be subject to the appropriate jurisdiction as determined under applicable legal frameworks.