

Cookie Policy

Effective Date: 1 May 2025 | **Last Revised:** 1 May 2025 (v 1.0)

1. Overview

This Cookie Policy explains how **Karsaaz AI**—operated by Karsaaz EBS Ltd (UK) uses cookies and similar technologies.

By continuing to browse or use our website/app, you consent to the practices described here.

2. What Are Cookies?

Cookies are small text files placed on your device that allow us to:

- Recognize your browser,
- Remember preferences,
- Secure log-ins,
- Measure performance.

We also use **first-party referral identifiers** to support our Affiliate Program.

3. Cookie Categories We Use

Category	Example Cookies	Purpose	Retention*
Essential	<code>sessionid</code> , <code>csrftoken</code>	Authentication, fraud prevention, load balancing	Session / 1 day
Preference	<code>lang_pref</code> , <code>theme_mode</code>	Remember UI language & layout	1 year
Analytics	<code>_ga</code> , <code>_gid</code> (Google Analytics / Plausible)	Site usage metrics & performance	13 months

Marketing	<code>_fbp, _gcl_au</code> (Meta Pixel, Google Ads)	Ad performance, remarketing	3 months
Affiliate/Referral (New)	<code>affiliate_id, ref_code, utm_*</code>	Track coupon/referral attribution & apply discounts	30–90 days

* Exact lifetimes vary by provider; the live table in the **Cookie Settings** panel always reflects the latest retention values.

4. How We Use Cookies

We use cookies to:

- Improve reliability and speed.
- Authenticate users and maintain session security.
- Analyse product usage.
- Deliver personalized offers and marketing.
- Attribute **affiliate/referral coupons and discounts**.
- Session cookies also maintain secure access during Free Trial activation and onboarding.

5. Managing & Revoking Consent

- On your first visit, a banner allows you to: **Accept All**, **Reject Non-Essential**, or **Customise**.
- You can revisit these choices anytime via the **Cookie Settings** link in the footer.

- Blocking Essential cookies may break some functionality.

6. Third-Party Cookies & Tracking

We partner with the following providers, which may set cookies:

- **Google Analytics (USA)**

- Cookies: `_ga`, `_gid`
- Purpose: Usage metrics & performance analysis

- **Meta Pixel (USA)**

- Cookies: `_fbp`
- Purpose: Advertising reach & retargeting

- **Google OAuth (accounts.google.com)**

- Cookies: `G_ENABLED_IDPS`, `__Secure-1PAPISID`
- Purpose: Support “Continue with Google” sign-in

- **Affiliate Tracking (New)**

- Cookies: `affiliate_id`, `ref_code`, `utm_*`

- Purpose: Support referral attribution & commission payouts

Users may opt out of Analytics/Marketing/Affiliate cookies via **Cookie Settings**, or by using external opt-out links (e.g., Google Analytics Opt-out).

7. Do Not Track Signals

Karsaaz AI does not currently respond to browser “Do Not Track” (DNT) signals. Use **Cookie Settings** for granular control.

8. Data Retention & Security

- Cookie identifiers are pseudonymized.
- Raw analytics logs are anonymized/deleted after 13 months.
- Affiliate/referral attribution data is retained 30–90 days.
- Access is restricted to authorized staff only.

9. Compliance & Legal Basis

- **GDPR / UK-GDPR:** explicit opt-in for Analytics, Marketing, Affiliate cookies.
- **PECA 2025:** consent logging, essential cookie classification.
- **CCPA/CPRA:** US users may opt out of “sale/sharing” of personal data via Cookie Settings.
- **Saudi PDPL:** explicit consent for marketing/referral tracking.

10. Policy Updates

We may update this policy for legal, technical, or business reasons. Updates take effect after **14 days’ notice** via banner and “Last Revised” date.

11. Contact & Data Protection Officer

- **Support:** support@karsaazai.com
- **DPO:** dpo@karsaazai.com
- **Legal:** legal@karsaazebs.com
- **Postal:** Karsaaz EBS Ltd, 85 Great Portland Street, First Floor, London, W1W 7LT, UK.