

Cookies Policy

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What are cookies?

This Cookie Policy explains what cookies are, how we use them, the types of cookies we use (i.e., the information we collect using cookies and how that information is used), and how to manage your cookie settings.

Cookies are small text files used to store small pieces of information. They are stored on your device when a website loads in your browser. These cookies help ensure that the website functions properly, enhance security, provide a better user experience, and analyse performance to identify what works and where improvements are needed.

How do we use cookies?

Like most online services, our website uses both first-party and third-party cookies for various purposes. First-party cookies are primarily necessary for the website to function properly and do not collect any personally identifiable data.

The third-party cookies used on our website primarily help us understand how the website performs, track how you interact with it, keep our services secure, deliver relevant advertisements, and enhance your overall user experience while improving the speed of your future interactions with our website.

Types of cookies we use

Necessary

Necessary cookies are required to enable the basic features of this site, such as providing secure log-in or adjusting your consent preferences. These cookies do not store any personally identifiable data.

Cookie	Duration	Description
XSRF-TOKEN	2 hours	This cookie enhances visitor browsing security by preventing cross-site request forgery.
__cf_bm	1 hour	This cookie, set by Cloudflare, is used to support Cloudflare Bot Management.
rc::a	Never Expires	This cookie is set by the Google recaptcha service to identify bots to protect the website against malicious spam attacks.
rc::c	session	This cookie is set by the Google recaptcha service to identify bots

Cookie	Duration	Description
		to protect the website against malicious spam attacks.
cookieyes-consent	1 year	CookieYes sets this cookie to remember users' consent preferences so that their preferences are respected on subsequent visits to this site. It does not collect or store any personal information about the site visitors.

Functional

Functional cookies help perform certain functionalities like sharing the content of the website on social media platforms, collecting feedback, and other third-party features.

Cookie	Duration	Description
qs_learning_session	2 hours	Used to manage a user's learning session and track activity during a session.

Analytics

Analytical cookies are used to understand how visitors interact with the website. These cookies help provide information on metrics such as the number of visitors, bounce rate, traffic source, etc.

Cookie	Duration	Description
CLID	1 year	Microsoft Clarity set this cookie to store information about how visitors interact with the website. The cookie helps to provide an analysis report. The data collection includes the number of visitors, where they visit the website, and the pages visited.
_ga	1 year 1 month 4 days	Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.
_gid	1 day	Google Analytics sets this cookie to store information on how visitors use a website while also creating an analytics report of the website's performance. Some of the collected data includes the number of visitors, their source, and the pages they visit anonymously.
_gat_UA-*	1 minute	Google Analytics sets this cookie for user behaviour tracking.

Cookie	Duration	Description
ga*	1 year 1 month 4 days	Google Analytics sets this cookie to store and count page views.
_clk	1 year	Microsoft Clarity sets this cookie to retain the browser's Clarity User ID and settings exclusive to that website. This guarantees that actions taken during subsequent visits to the same website will be linked to the same user ID.
_clsk	1 day	Microsoft Clarity sets this cookie to store and consolidate a user's pageviews into a single session recording.
SM	session	Microsoft Clarity cookie set this cookie for synchronizing the MUID across Microsoft domains.
MR	7 days	This cookie, set by Bing, is used to collect user information for analytics purposes.

Performance

Performance cookies are used to understand and analyse the key performance indexes of the website which helps in delivering a better user experience for the visitors.

Cookie	Duration	Description
elfsight_viewed_recently	Less than a minute	This cookie prevents counting more than one view from the same user within 15 seconds.
SRM_B	1 year 24 days	Used by Microsoft Advertising as a unique ID for visitors.
_uetsid	1 day	Bing Ads sets this cookie to engage with a user that has previously visited the website.
_uetvid	1 year 24 days	Bing Ads sets this cookie to engage with a user that has previously visited the website.

Advertisement

Advertisement cookies are used to provide visitors with customised advertisements based on the pages you visited previously and to analyse the effectiveness of the ad campaigns.

Cookie	Duration	Description
_gcl_au	3 months	Google Tag Manager sets this cookie to experiment advertisement efficiency of websites using their services.
_fbp	3 months	Facebook sets this cookie to store and track interactions.
MUID	1 year 24 days	Bing sets this cookie to recognise unique web browsers visiting Microsoft sites. This cookie is used for advertising, site analytics, and other operations.
ANONCHK	10 minutes	The ANONCHK cookie, set by Bing, is used to store a user's session ID and verify ads' clicks on the Bing search engine. The cookie helps in reporting and personalization as well.
test_cookie	15 minutes	doubleclick.net sets this cookie to determine if the user's browser supports cookies.

Manage cookie preferences

Consent Preferences

You can modify your cookie settings anytime by clicking the 'Consent Preferences' button above. This will allow you to revisit the cookie consent banner and update your preferences or withdraw your consent immediately.

Additionally, different browsers offer various methods to block and delete cookies used by websites. You can adjust your browser settings to block or delete cookies. Below are links to support documents on how to manage and delete cookies in major web browsers.

Chrome: <https://support.google.com/accounts/answer/32050>

Safari: <https://support.apple.com/en-in/guide/safari/sfri11471/mac>

Firefox: <https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox?redirectslug=delete-cookies-remove-info-websites-stored&redirectlocale=en-US>

Internet Explorer: <https://support.microsoft.com/en-us/topic/how-to-delete-cookie-files-in-internet-explorer-bca9446f-d873-78de-77ba-d42645fa52fc>

If you are using a different web browser, please refer to its official support documentation.