Alauda Cookie Policy

Effective Date: July 2026 **Version:** 1.2

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1. What Are Cookies

Cookies are small text files that are placed on your computer, mobile device, or other internet-connected device when you visit a website. Cookies are widely used by website operators to make their websites function, to improve the efficiency of their websites, and to provide reporting and analytics information.

When you visit our website at **alauda.io** and related web properties (the "Website"), cookies and similar technologies (such as web beacons, pixels, and local storage) may be placed on your device by us or by third parties whose services we use. These technologies serve different purposes, including enabling the Website to function correctly, remembering your preferences, understanding how you interact with the Website, and delivering relevant content.

Each cookie has a defined lifespan. "Session cookies" are temporary and are deleted when you close your browser. "Persistent cookies" remain on your device for a set period or until you delete them manually.

This Cookie Policy explains what cookies we use, why we use them, and how you can manage your cookie preferences. This policy should be read together with our Privacy Policy, which provides further details about how we collect and process personal data.

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2. Types of Cookies We Use

We use the following categories of cookies on the Website:

2.1 Strictly Necessary Cookies

These cookies are essential for the operation of the Website and cannot be disabled in our systems. They are typically set in response to actions you take that amount to a request for services, such as logging in, setting your privacy preferences, filling in forms, or maintaining your session. Without these cookies, certain features of the Website would not function properly. These cookies do not store any personally identifiable information for marketing purposes.

Strictly necessary cookies support:

- Session management and authentication for the Alauda Cloud portal
- Security features, including CSRF protection and bot detection
- Load balancing and content delivery
- Cookie consent preference storage

2.2 Functional Cookies

Functional cookies enable the Website to provide enhanced functionality and personalization based on your interactions with the Website. They may be set by us or by third-party providers whose services we have integrated into the Website. If you do not allow these cookies, some or all of these features may not function properly.

Functional cookies support:

- Language and locale preferences
- User interface settings and personalization (such as theme or layout preferences)
- Remembering previously entered form data
- Live chat and customer support widget functionality

2.3 Analytics Cookies

Analytics cookies allow us to measure and analyze how visitors use the Website, including which pages are visited most frequently, how visitors navigate between pages, and whether visitors encounter error messages. Analytics cookies may collect browser or device identifiers and event-level usage data that can recognize a browser or device and may constitute personal data under applicable law. Analytics reports may subsequently be aggregated and are used to improve the performance, usability, and content of the Website.

Analytics cookies support:

- Page view tracking and session duration measurement
- Referral source and traffic channel analysis
- User navigation paths and interaction patterns
- Website performance monitoring and error detection

2.4 Marketing Cookies

Marketing cookies are used to track visitors across websites in order to display advertisements and content that are relevant and engaging for the individual user. These cookies may be set by Alauda or by third-party advertising and marketing partners. If you do not allow these cookies, you will experience less targeted advertising.

Marketing cookies support:

- Campaign effectiveness tracking and conversion measurement
- Retargeting and remarketing across advertising platforms
- Social media sharing and integration features
- Attribution and marketing channel performance analysis

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3. Cookie Table

The following table provides details about the specific cookies used on the Website. This list is reviewed and updated periodically. Due to the dynamic nature of our Website and third-party integrations, the exact cookies in use may change from time to time.

Web beacons, pixels, and local storage entries used on the Website fall within the same categories above and, for non-essential categories, are controlled by the same consent choices. The "Duration" column describes how long the cookie ordinarily remains on your device. Information collected through a cookie may be retained separately for the period described in the Privacy Policy.

Strictly Necessary Cookies

Cookie Name	Provider	Purpose	Type	Duration
`__alauda_session`	alauda.io	Maintains user session state and authentication across page requests	Session	Session
`__alauda_csrf`	alauda.io	Protects against cross-site request forgery (CSRF) attacks on forms and API calls	Session	Session
`alauda_cc`	alauda.io	Stores the user's cookie consent preferences selected via the consent banner	Persistent	12 months
`__cf_bm`	Cloudflare	Bot management and security verification for content delivery	Persistent	30 minutes

Functional Cookies

Cookie Name	Provider	Purpose	Type	Duration
`alauda_lang`	alauda.io	Stores the user's selected language and locale preference	Persistent	12 months
`alauda_ui_prefs`	alauda.io	Stores user interface preferences such as theme, layout, and display settings	Persistent	12 months
`__lc_cid`	LiveChat	Enables live chat functionality and preserves chat conversation context across pages	Persistent	12 months
`intercom-id-*`	Intercom	Identifies returning visitors for customer support chat and in-app messaging	Persistent	9 months

Analytics Cookies

Cookie Name	Provider	Purpose	Type	Duration
`_ga`	Google Analytics	Distinguishes unique users by assigning a randomly generated identifier to calculate visitor, session, and campaign data	Persistent	24 months
`_ga_*`	Google Analytics	Maintains session state for Google Analytics 4 measurement	Persistent	24 months
`_gid`	Google Analytics	Distinguishes users for the purpose of throttling the request rate	Persistent	24 hours
`_gat_UA-*`	Google Analytics	Throttles the request rate to Google Analytics to limit data collection on high-traffic sites	Persistent	1 minute

Marketing Cookies

Cookie Name	Provider	Purpose	Type	Duration
`_gcl_au`	Google Ads	Stores conversion tracking information for Google Ads campaigns	Persistent	3 months
`_fbp`	Meta (Facebook)	Tracks visits across websites for the purpose of delivering targeted advertisements on Facebook and Instagram	Persistent	3 months

Cookie Name	Provider	Purpose	Type	Duration
`li_sugr`	LinkedIn	Identifies LinkedIn members outside of designated LinkedIn domains for advertising and analytics	Persistent	3 months
`_uetsid`	Microsoft Bing	Tracks visitors across sessions for Bing Ads conversion tracking and remarketing	Persistent	1 day
`_uetvid`	Microsoft Bing	Stores a unique visitor identifier for Bing Ads across sessions and browsing contexts	Persistent	13 months

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4. Managing Cookie Preferences

4.1 Consent Banner

When you first visit the Website, you will be presented with a cookie consent banner that allows you to accept or decline non-essential cookies (functional, analytics, and marketing), in total or separately by category. Strictly necessary cookies cannot be disabled as they are required for the Website to function. You can change your cookie preferences at any time by clicking the "Cookie Settings" or "Manage Cookies" link available in the Website footer.

Functional, analytics, and marketing cookies are set only if and after you consent through the banner. If you decline, close the banner, or make no selection, these cookies are not placed on your device. We rely on your consent for all non-essential cookies; strictly necessary cookies are set without consent only to the extent exempt under applicable cookie law because they are necessary to provide a service you have requested, and any associated processing of personal data relies on the legal bases described in the Privacy Policy.

4.2 Browser Settings

Most web browsers allow you to manage cookies through their settings. You can configure your browser to:

- Block all cookies or only third-party cookies
- Delete existing cookies when you close your browser
- Receive a notification before a cookie is placed on your device
- Delete specific cookies stored on your device

The following links provide instructions for managing cookies in commonly used browsers:

- **Google Chrome:** https://support.google.com/chrome/answer/95647
- **Mozilla Firefox:** https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer
- **Apple Safari:** https://support.apple.com/guide/safari/manage-cookies-sfri11471/mac
- **Microsoft Edge:** https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09

Please note that blocking or deleting cookies may affect the functionality of the Website and your user experience. Some features may not work correctly if certain cookies are disabled.

4.3 Opt-Out Links

You can also opt out of specific third-party analytics and advertising cookies by using the following tools and resources:

- **Google Analytics Opt-Out:** https://tools.google.com/dlpage/gaoptout
- **Network Advertising Initiative (NAI) Opt-Out:** https://optout.networkadvertising.org
- **Digital Advertising Alliance (DAA) Opt-Out:** https://optout.aboutads.info
- **European Interactive Digital Advertising Alliance (EDAA) Opt-Out:** https://www.youronlinechoices.eu

4.4 Opt-Out Preference Signals

Opt-Out Preference Signals (GPC and DNT). Our website recognizes opt-out preference signals such as the Global Privacy Control (GPC). When we detect such a signal, we treat it, as appropriate under applicable law, as a valid request to opt out of cookie-based "sale," "sharing," or processing for "targeted advertising" for that browser or device and, where required by applicable law, any consumer profile associated with it. When a signal is treated as such a request, we disable all non-essential cookies and tags used for a "sale," "sharing," or processing for "targeted advertising," including analytics and marketing technologies where they are configured for those purposes. Traditional "Do Not Track" browser settings are treated in the same way where technically recognizable.

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5. Third-Party Cookies

Certain cookies on the Website are placed by third-party service providers that we use for analytics, advertising, customer support, and other functionality. These third parties may collect information about your online activities over time and across different websites when you use our Website.

Third parties determine their own processing under their privacy notices; however, where applicable, Alauda controls whether non-essential third-party tags are activated through its consent-management mechanism. The use of cookies by third-party providers is governed by their own privacy policies and cookie policies, not this Cookie Policy. We encourage you to review the privacy policies of these third parties:

- **Google (Analytics and Ads):** https://policies.google.com/privacy
- **Meta (Facebook):** https://www.facebook.com/privacy/policy
- **LinkedIn:** https://www.linkedin.com/legal/privacy-policy
- **Microsoft (Bing):** https://privacy.microsoft.com/privacystatement
- **Cloudflare:** https://www.cloudflare.com/privacypolicy/
- **LiveChat (Text, Inc.):** https://www.livechat.com/legal/privacy-policy/
- **Intercom:** https://www.intercom.com/legal/privacy

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6. Updates to This Policy

We may update this Cookie Policy from time to time to reflect changes in the cookies we use, changes in technology, changes in applicable law, or other operational, legal, or regulatory reasons. When we make material changes to this Cookie Policy, we will update the "Effective Date" at the top of this page and, consistent with Section 13 of the Privacy Policy, notify you by posting a prominent notice on our website, sending an email to the address associated with your account, or through the Alauda Cloud portal, at least thirty (30) days before the changes take effect.

We encourage you to review this Cookie Policy periodically to stay informed about how we use cookies and related technologies. Your continued use of the Website after any changes to this Cookie Policy constitutes your acknowledgment of the changes. Where changes materially expand our use of non-essential cookies, we will seek renewed consent through the consent banner.

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7. Contact Information

If you have any questions, concerns, or requests regarding this Cookie Policy or our use of cookies and similar technologies, please contact us:

Alauda Singapore Pte. Ltd. Attention: Privacy Team 6 Raffles Quay, #14-02 Singapore 048580

Email: privacy@alauda.io Website: https://www.alauda.io