

# COOKIE POLICY

## Our Humble Submission

We are endeavoring to build a world-class institution and in sync we are trying to keep everything safe for our website visitors, customers, and channel partners worldwide. We aspire to do/make everything as per global best practices and safe for all. However, as a startup we are bound to need to improve upon all these measures all the time. **If you feel unsafe in any way, please do not use our website / app.** Additionally, if you want us to make it safer for you, please write to us at **contact@olive-ranch.com** and we will do our best to live up to your expectations.

## COOKIE POLICY

This cookie policy will apprise you with information on how **OLIVE RANCH (OPC) PRIVATE LIMITED** (We/Us/Our/**OLIVE RANCH**) uses cookies installed on your devices. The use of cookies may sometimes be related to personal data collection and processing. Therefore, we recommend you read our Cookie Policy, which is available on our website **www.olive-ranch.com** along with all other policies. Please read all our policies in full detail before browsing our website.

Please browse our website [www.olive-ranch.com](http://www.olive-ranch.com) **only** if you agree to our use of cookies. In case of any apprehensions of any kind, you may please not use the website. **Continued use of the website implies consent.**

**Cookies:** We use cookies and similar tools that are necessary to provide our services. We also use these cookies to understand how customers use our services (for example, by measuring site visits) so we can make improvements. This includes using first- and third-party cookies which store or access standard device information such as a unique identifier. Third parties use cookies for the purposes of displaying and measuring personalized advertisements, generating audience insights, and developing and improving products. We use cookies and similar tools (collectively, 'cookies') for the purposes described below.

**Advertising cookies:** These cookies allow us to serve you ads even for products and services not available on Olive Ranch, including ads relevant to your interests, and to work with third parties in the process of delivering content, to measure ad effectiveness, and to perform services.

**Operational cookies** We use them to provide you, our services, for example:

- To recognise you when you sign in to use our services.
- To recognise if you are an Olive Gold Subscriber and provide other customized features and services.
- To display features, products, and services including ads for products and services not available on Olive Ranch, which might be of interest to you.
- To keep track of items saved in your customer or seller account.
- To prevent fraudulent activity.
- To improve security.
- To keep track of your preferences (such as location & currency)

We also use cookies to understand how customers use our services so we can make improvements. For example, we use cookies to conduct research and diagnostics to improve Olive Ranch content, products, and services, and to measure and understand the performance of our services.

**Advertising Cookies:** We also use cookies to serve certain types of ads, including for products and services not available on Olive Ranch and for certain ads relevant to your

interests. Third parties may also set cookies when you interact with Olive Ranch services. Third parties include search engines, providers of measurement and analytics services, social media networks, and advertising companies. Third parties use cookies in the process of delivering ad content, including ads relevant to your interests, to measure the effectiveness of their ads, and to perform services on behalf of Olive Ranch.

**Interest-Based Ads:** Interest-based ads are sometimes referred to as personalized or targeted ads. We may show interest-based ads to display features, products, and services that might be of interest to you. To serve you interest-based ads, we use information such as your interactions with Olive Ranch website, content, or services.

We use cookies, pixels, and other technologies (collectively, cookies), which enable us to understand the effectiveness of the interest-based ads we show you by measuring what ads are clicked or viewed, and to provide you with more useful and relevant ads. We work with third parties, such as advertisers, publishers, social media networks, search engines, ad serving companies, and advertising companies working on their behalf, to improve the relevance of ads we serve.

Third party advertisers or advertising companies working on their behalf sometimes use cookies in the process of delivering content, including ads, directly to your browser or device, and they may automatically receive an IP address when this happens. They may also use cookies to measure the effectiveness of their ads, show you more relevant advertising content, and perform services on behalf of Olive Ranch.

Different types of cookies are used – Session Cookies and Persistent Cookies. Session Cookies exist just for your session on our website and Persistent Cookies exist for a period after your visit. First party cookies are cookies set by our website and third-party cookies are set by third party platforms. We utilize session and persistent cookies, and first- and third-party cookies.

We also use cookies for different purposes. For example, we use some cookies to provide a seamless services and other cookies to improve our use of advertising to make it relevant to you. To assist you, we've provided a more detailed explanation of the types of cookies we use below categorized by the purpose of the cookies.

**Essential Cookies:** These cookies are essential for the operation of the website. They include cookies that enable you to log into secure areas of the website, progress or make use of other online services that we provide. They also include cookies that help us understand how you use our website, allowing us to improve the overall experience without being able to identify or target you or any other customer individually.

**Functional cookies:** These cookies are used to recognize you when you return to the website. This enables us to personalize our content for you, greet you by name, provide your details if you are registered and remember your preferences (for example, your choice of language or region) and to identify to you.

**Marketing cookies:** These cookies record your visit to the website, the pages you have visited and actions you have taken. We will use this information to make our advertising displayed on other platforms (by third party advertising providers) more relevant to you. We may share this information with third parties for this purpose, for example, we may serve you a relevant advertisement based on your browsing history on our websites/platforms. We also use third party cookies so we can personalize our advertisements to you and to help us analyze your behavior. Our third-party advertising providers set anonymous cookies on other websites that we advertise on. If you receive one of those cookies, we may then use it to identify you as having visited that site if you later visit our website. We then personalize our advertisements to you based on this information.

## **GOOGLE ANALYTICS**

We use Google Analytics to help us to understand how you make use of our content and work out how we can make things better. These Cookies may follow all visitors of the website and collect anonymous data on where they have come from, which pages they visit, and how long they spend on the site. Google then stores this data to create reports. The information generated by the Cookie about the use of the platform, including the IP address, may be transmitted to and stored by Google on server. Google may use this information to evaluate the visitor's use of the platform, compiling reports on platform activity for us and providing other services relating to platform activity and internet usage. Google may also transfer this information to third parties where required to do so by law or where such third parties process the information on Google's behalf. By using this website, all visitors consent to the processing of data by Google in the manner and for the purposes set out as per Google policies. The Google Platform contains further information about analytics and a copy of Google's privacy policy pages.

**Use of information stored in Cookies:** The information stored in the cookies from the website is used exclusively by **OLIVE RANCH**, except for those identified as "third-party cookies", which are used and managed by external entities like google analytics to provide services requested by us to improve its services and your experience when browsing the Website.

## **DISPUTES / JURISDICTION**

All disputes are subject to Kapurthala jurisdiction only, Kapurthala is district of Punjab, India. All disputes / differences / controversies of whatever nature, the place of arbitration shall be Kapurthala only.

In all cases where "Court" has jurisdiction to entertain, try and dispose of matters governed by and/arising under or taken under any provision shall take/institute such proceedings in an appropriate Court in Kapurthala only.

All disputes, differences and controversies shall be filed in and settled exclusively by the Courts in Kapurthala alone.

**Note:** We may change / upgrade this policy at any time for operational, legal or regulatory reasons. The revised policy shall be made available on the website. You are requested to regularly visit the website to view the most current terms contained in this policy. Your continued use of the website, following such changes, will constitute your acceptance of those changes in the policy. If you have any queries, please contact us at:

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