

EMTEL MFS CO LTD (“EMTEL MFS”)

Cookie Policy

1.1 What do we use Cookies for?

When you visit the Emtel MFS Co. Ltd. Website or use the blink mobile application, Emtel MFS Co. Ltd. may collect information from you automatically through cookies and events. Emtel MFS Co. Ltd. uses this information to:

- Make our website and mobile application work, or work more efficiently;
- Provide statistics and analytics on how our website and mobile application are used;
- See how effective our adverts are (we do not use this information to target adverts to you when you visit other websites);
- Help us improve the website and mobile application by measuring any errors that occur;
- Test different designs of our website and mobile application;
- Obtain feedback from you about use of our site and mobile application and remember if we have already asked you if you want to fill in a survey; and
- Remember results of tests performed to make the website and mobile application more relevant to you so as to develop and deliver better content, products and services tailored to your interests and needs.

Our cookies and events do not hold personal information such as your name. They simply let us find information once you are logged in or help link your browsing information to you and your personal information when you choose to register for a service, white paper or newsletter.

Emtel MFS Co. Ltd uses both session and persistent cookies.

Session Cookies

These cookies are temporary and only exist while you browse our website or use our blink mobile application. They expire at the end of a browser session when you close your browser/the mobile application and when you leave the website/the mobile application.

Persistent Cookies

These cookies are stored on your device until they reach an expiry date or you delete them.

1.2 Types of Cookies

Technical cookies/Essential Cookies

These are cookies that allow the visitor to navigate around our website and make use of the various options and services. These technical cookies are absolutely necessary for our website to function efficiently.

These cookies are automatically enabled and cannot be turned off because they are essential to enable you to browse our website or provide necessary service functions.

Performance cookies

Performance cookies collect information about how you use our website and mobile application. For example, which pages you visit and if you experience any errors. These cookies are important to us being able to operate and maintain our website and mobile application.

Some of these cookies are also used to perform website and mobile application analytics. This may include collecting analytics about visitors to our website and mobile application and collecting information about website and mobile application usage. We use the information to help us improve the website and mobile application and measure user interaction.

If you do not accept these cookies it may impact on your experience of the website and mobile application.

In some cases, some performance cookies are managed for us by third parties, but we do not allow the third party to use the cookies for any purpose other than those described above.

Functional Cookies

Functional cookies are used to provide services or to remember settings to improve your visit.

Preventing functional cookies may mean we cannot offer you some services that rely on these cookies to function properly and will reduce the support we can offer you.

In some cases, some functional cookies are managed for us by third parties, but we do not allow the third party to use the cookies for any purpose.

Targeting Cookies and Online Behavioural advertising

The core purpose of targeting cookies (otherwise known as advertising cookies) is to provide Emtel MFS Co. Ltd. with valuable insights into what our customers want, including but not limited to, insight into the communications and services our customers and potential customers may be interested in.

Disabling targeting cookies, generally does not stop you receiving advertising. It simply means that the advertising you receive is less likely to be aligned with your interests.

In order to gain the insights, in some instances we may analyse your personal information to create a profile of your interests and preferences so that we can contact you with information relevant to you. This helps to avoid you receiving advertising that is not relevant to you or your interests.

In some instances, we may also use this information to inform us of how well our communications are received by our customers and website users.

These cookies are also linked to services provided to blink mobile application users and our customers by our trusted partners (see the Third Parties section below for more information). We use Targeting cookies to:

- Link to social networks who may use information about your visit to target advertising to you on other websites;
- Provide advertising agencies, our trusted partners with information on your visit so that we can present adverts that you may be interested in, and prevent you receiving duplicate ads – see the “Online behavioural advertising” section below for further details;
- Deliver content, including video content, tailored to your interests;
- Help us to segment and understand our audience by providing additional information so that we can send the most relevant communications possible;
- Help us identify customers similar to our audience or to serve relevant adverts to you on third party websites and apps;
- Help us to understand how well our marketing initiatives are performing and whether to continue, change or cease those initiatives; and
- To provide tailored communications to you and personalise your use of our website and mobile application when logged in, and in limited circumstances, when logged out (subject to your preferences).

Online behavioural advertising

We, and our trusted partners (see “Third parties” section below) use information collected from targeting cookies to collect information about your device and identify your interests by understanding how you interact with our website, mobile application, communications and services. We do this so we can tailor advertising we show you on our own and third party sites and apps.

The information we and our trusted partners collect and share through targeting cookies does not directly identify you and does not include your name or address.

We will also share interest-based advertising information with the third parties that set targeting cookies via our website.

Geolocation Cookies

We, and our trusted partners (see “Third parties” section below) use geolocation cookies to collect information about your approximate location. This helps us provide you with location-specific services and marketing campaigns to enhance your overall experience.

If you prefer, you can opt out of these. Tailoring of content means it includes information reflecting the interest you have shown in the content of our web pages or mobile application, or offers or promotions that we think may interest you, and to improve how we respond to your needs.

Third-party cookies

Some cookies, web beacons and other tracking and storage technologies that we use are from third party companies (third party cookies), such as Facebook, Microsoft, WebEngage, Adjust, YouTube, Instagram and LinkedIn Analytics to provide us with web analytics and intelligence about our sites and mobile application which may also be used to provide measurement services and target ads. These companies use programming code to collect information about your interaction with our sites and mobile application, such as the pages you visit, the links you click on and how long you are on our sites and mobile application. This code is only active while you are on a Emtel MFS Co. Ltd. domain website and mobile application.

For more information on how these companies collect and use information on our behalf, please refer to their privacy policies: Facebook at [Facebook Data Policy](#), Google (including YouTube) at [Google Privacy & Terms](#), Microsoft at [Microsoft Privacy Statement](#), LinkedIn at [LinkedIn Privacy Policy](#), Instagram at [Instagram Data Policy](#), WebEngage at [WebEngage Privacy Policy](#) and Adjust at [Adjust Privacy Policy](#).

List of cookies:

Cookie Name	Domain	Purpose	Type	Expiration
_ga	Google Analytics	This is a Google Analytics cookie which is used to identify unique users.	Third party	2 years
NID	Google Analytics	The "NID" cookie is used to play YouTube videos embedded on the website.	Third party	Expires anytime between 6 months to 10 years.
OTZ	Google Analytics	The "OTZ" cookie is used by Google analytics to track website traffic information	Third party	1 month
SEARCH_SAMESITE	Google	This cookie is used for the correct sending of data to Google.	Third party	5 months
_GRECAPTCHA	Google	Utilized by the Google reCAPTCHA service to enhance website security by distinguishing between human users and automated bots. It stores information about the user's interaction with the reCAPTCHA challenges, such as solving puzzles or clicking on checkboxes, to verify their legitimacy and prevent spam or abusive activities.	Third party	Persistent
AEC	Google Analytics	'AEC' cookies ensure that requests within a browsing session are made by the user, and not by other sites. These cookies prevent malicious sites from acting on behalf of a user without that user's knowledge	Third party	6 months
SIDCC	Google Analytics	Security cookie to confirm visitor authenticity, prevent fraudulent use of login data and protect visitor data from unauthorized access.	Third party	2 years

__Secure-1PAPISID	Google Analytics	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	Third party	2 years
__Secure-1PSID	Google Analytics	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	Third party	2 years
__Secure-1PSIDCC	Google Analytics	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	Third party	2 years
__Secure-1PSIDTS	Google Analytics	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	Third party	2 years
__Secure-3PAPISID	Google Analytics	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	Third party	2 years
__Secure-3PSID	Google Analytics	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	Third party	2 years
__Secure-3PSIDCC	Google Analytics	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	Third party	2 years
__Secure-3PSIDTS	Google Analytics	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	Third party	2 years
_ga_H2LP9VB777	Google Analytics	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	Third party	2 years
_ga_PHVG60J2FD	Google Analytics	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	Third party	2 years
_ga_SQCRB0TXZW	Google Analytics	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	Third party	2 years
_ga_V4B6WCD8YX	Google Analytics	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	Third party	2 years
HSID	Google Analytics	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	Third party	3 years
SAPISID	Google Analytics	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	Third party	3 years
SID	Google Analytics	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	Third party	3 years
_fbp	Facebook	This is a cookie set by Facebook and is used to deliver a series of advertisement products such as real time bidding from third party advertisers.	Third party	90 days
_gid	Google Analytics	This is a Google Analytics cookie that is responsible for tracking user behaviour.	Third party	Expires after 24 hours of inactivity
APISID	Google Analytics	Personalizes Google ads on websites based on recent searches and interactions.	Third party	Expires anytime between 6 months to 10 years.
SSID	Google Analytics	Google collects visitor information for videos hosted by YouTube on maps integrated with Google Maps.	Third party	Persistent

1.3 Third Party Websites

The Emtel MFS Co. Ltd. website may contain links to other websites, apps, content, services or resources of interest, which are operated by third parties. If you access websites, apps, content, services or resources using the links provided and you have left the Emtel MFS Co. Ltd. website, you must be aware Emtel MFS Co. Ltd. does not have any control over the other websites apps, content, services or resources. Emtel MFS Co. Ltd. is not responsible for the protection and privacy of any information you provide whilst visiting such websites, apps, content, services or resources.

1.4 Management of Cookies

You may wish not to have cookies downloaded onto your device. If you prefer not to receive cookies from Emtel MFS Co. Ltd. 's website, you can set your browser to warn you before accepting cookies and refuse the cookie when your browser alerts you to its presence. You can also refuse cookies by turning them off in your browser, but this may impair your experience of our website as you may not be able to use all of the features and functionalities on our website and some of our pages may not function properly.

Most browsers will allow you to see what cookies you have and delete them on an individual basis or block cookies from particular or all websites. Be aware that any preference you have set will be lost if you delete all cookies, including your preference to opt-out from cookies as this itself requires an opt-out cookie to be set. You undertake all responsibility for controlling which cookies are used through the mechanisms described above or by other processes you may opt to use. If you choose to disable or delete cookies generated or used by this site, it is at your own risk and you accept that it may result in diminished functionality for which we cannot be held liable.

1.5 Amendment

We may occasionally amend this policy to reflect company and customer feedback, and we reserve the right to make changes to this at any time.

The provisions contained in this supersede all previous notices or policies regarding our use of cookies and similar technology on our sites and mobile application.

This policy was last updated on the 07/02/2024. This policy may be changed by updating this page to reflect changes in the law or our data privacy practices.