

UPZELLA - Cookies Policy

Last Updated: April 27, 2025

1. Introduction

At Upzella ("we," "our," "us"), we use cookies and similar technologies to enhance your experience on our platform. This Cookies Policy explains how and why we use these technologies and your rights to control our use of them.

2. What Are Cookies?

Cookies are small text files that are stored on your computer, mobile device, or other equipment when you visit a website. Cookies allow the website to recognize your device and store some information about your preferences or past actions.

3. Why We Use Cookies

We use cookies for several reasons:

- Essential cookies: Required for the operation of our website and platform (e.g., log-in functionality, security).
- Performance cookies: Help us understand how users interact with our site (e.g., Google Analytics).
- Functionality cookies: Remember your preferences (e.g., language settings, form inputs).
- Targeting cookies: Used to deliver content and advertisements relevant to you.

4. Types of Cookies We Use

Type	Purpose	Examples
Essential	Login authentication, platform security	Session cookies

Performance	Analyzing site traffic and usage statistics	Google Analytics
Functional	Remember user choices	Language preferences
Targeting	Deliver personalized ads and content based on interests	Facebook Pixel, LinkedIn Insights

5. How You Can Control Cookies

You can control or delete cookies through your browser settings. Most browsers allow you to:

- Refuse to accept cookies;
- Delete cookies already stored on your device;
- Set preferences for certain websites.

However, if you disable cookies, some features of our Services may not function properly.

Manage cookies:

- Chrome: Settings → Privacy and Security → Cookies and Other Site Data
- Firefox: Options → Privacy & Security → Cookies and Site Data
- Safari: Preferences → Privacy → Cookies and website data

You may also opt-out of certain third-party cookies using services such as:

- Google Ads Settings (<https://adssettings.google.com/>)
- Your Online Choices (<https://www.youronlinechoices.com/>)

6. Third-Party Cookies

Some cookies on our site are set by third parties. We do not control the operation of these cookies. The relevant third parties are responsible for the cookies they set.

Examples include:

- Google Analytics

- Facebook Pixel
- LinkedIn Insight Tag

7. Updates to This Policy

We may update this Cookies Policy from time to time to reflect changes to our practices or for legal or regulatory reasons. The updated version will be posted on our website with the new "Last Updated" date.

8. Contact Us

If you have any questions or concerns about our use of cookies or this Cookies Policy, please contact us at:

Email: contact@upzella.in

Lernexia Solutions LLP