

# Cookies Policy

Last Updated: May 11, 2026

## Introduction

This Cookies Policy explains how Cloud Education Holdings Private Limited ("Cloud Education Holdings", "we", "us", or "our") and its entities — including Cloud Education Group Private Limited, The Authorized Partner (TAP), Cloud Education and Visa Services, and its subsidiary Prepx Technologies Private Limited (collectively, the "Group") — use cookies and similar tracking technologies on our websites and the Abroad Sathi mobile application.

This Cookies Policy should be read together with our Privacy Policy, which provides additional information on how we collect, use, and protect your personal information.

By continuing to use our website or the Abroad Sathi app, you consent to the use of cookies as described in this policy, unless you have disabled them through your browser settings or our cookie consent banner.

## What Are Cookies?

Cookies are small text files that are placed on your computer, smartphone, or other device when you visit a website or use an application. They are widely used to make websites and apps work more efficiently, remember your preferences, and provide reporting information to the website owners.

Cookies may be set by us (first-party cookies) or by third parties whose services we use on our website or app (third-party cookies). Cookies may remain on your device for different periods of time:

- **Session cookies:** Temporary cookies that are deleted when you close your browser.
- **Persistent cookies:** Cookies that remain on your device for a set period of time or until you delete them.

In addition to cookies, we may use similar tracking technologies such as web beacons, pixels, local storage, and software development kits (SDKs) in our mobile application. References to "cookies" in this policy include these similar technologies.

## Types of Cookies We Use

### 1. Strictly Necessary Cookies

These cookies are essential for the website and app to function properly. They enable core functionality such as security, network management, account login, and accessibility. You cannot opt out of these cookies as the services would not work without them.

**Examples include:**

- Authentication cookies to keep you logged in
- Session management cookies
- Security cookies to detect fraudulent activity
- Load balancing cookies

## **2. Functional Cookies**

These cookies allow us to remember choices you make and provide enhanced, personalized features. They may also be used to provide services you have requested.

### **Examples include:**

- Language preference cookies
- Region or country selection cookies
- Saved search filters (e.g., accommodation preferences in Abroad Sathi)
- User interface customization

## **3. Performance and Analytics Cookies**

These cookies help us understand how visitors interact with our website and app by collecting and reporting information anonymously. This helps us improve the way our services work.

### **Examples include:**

- Google Analytics cookies
- App performance monitoring (e.g., crash reports, load times)
- Heatmap and session recording tools
- Conversion tracking

## **4. Advertising and Marketing Cookies**

These cookies are used to deliver advertisements that are relevant to you and your interests. They are also used to limit the number of times you see an advertisement and to measure the effectiveness of advertising campaigns.

### **Examples include:**

- Retargeting cookies (e.g., Facebook Pixel, Google Ads)
- Affiliate tracking cookies
- Social media integration cookies
- Campaign measurement cookies

## **5. Social Media Cookies**

If you choose to share content from our website or app via social media, or if you log in using a social media account, these cookies may be set by the relevant social media platform (e.g., Facebook, LinkedIn, Instagram, X/Twitter).

## Cookies in the Abroad Sathi Mobile Application

The Abroad Sathi mobile application uses similar technologies to cookies, including:

- **Local storage:** To remember your preferences and login status
- **Mobile advertising identifiers** (IDFA on iOS, GAID on Android) for analytics and advertising, where permitted
- **SDKs from third-party providers** for analytics, crash reporting, and push notifications
- **Push notification tokens** to deliver notifications you have opted in to receive

You can manage these through your device settings (see the "How to Control Cookies" section below).

## Third-Party Cookies

Some cookies on our website and app are placed by third-party service providers. We do not control these cookies, and you should refer to the third party's own privacy and cookies policies for more information. Categories of third parties whose cookies we may use include:

- **Analytics providers** (e.g., Google Analytics, Mixpanel, Firebase)
- **Advertising networks** (e.g., Google Ads, Meta/Facebook, LinkedIn Ads)
- **Payment processors and financial service providers** (for transaction security)
- **Customer support tools** (e.g., live chat services)
- **Content delivery networks (CDNs)** for site performance
- **Social media platforms** for sharing and login features
- **Educational institution partners and accommodation partners** for application tracking

## How We Use Information Collected by Cookies

We use information collected through cookies to:

- Operate, maintain, and improve our website, app, and services
- Remember your preferences and recognize you on return visits
- Authenticate users and prevent fraudulent use of accounts
- Analyze how users interact with our services to improve features and user experience
- Personalize content, course recommendations, accommodation listings, and other services
- Measure the effectiveness of our marketing campaigns and partner programs
- Comply with legal and regulatory obligations

## How to Control Cookies

### Cookie Consent Banner

When you first visit our website, you will be presented with a cookie consent banner allowing

you to accept or reject non-essential cookies. You can change your preferences at any time by clicking the "Cookie Settings" link in the website footer.

## Browser Settings

Most internet browsers allow you to manage cookies through your browser settings. You can typically:

- View the cookies stored on your device
- Block all cookies or only third-party cookies
- Delete cookies when you close your browser
- Set up alerts when cookies are being placed

Instructions for popular browsers:

- **Google Chrome:** Settings → Privacy and security → Cookies and other site data
- **Mozilla Firefox:** Settings → Privacy & Security → Cookies and Site Data
- **Safari:** Preferences → Privacy → Cookies and website data
- **Microsoft Edge:** Settings → Cookies and site permissions → Cookies and site data

Please note that if you disable or delete cookies, some features of our website and app may not function properly, and you may not be able to access certain services.

## Mobile Device Settings

For the Abroad Sathi app, you can manage tracking and advertising identifiers through your device settings:

- **iOS:** Settings → Privacy & Security → Tracking / Apple Advertising
- **Android:** Settings → Privacy → Ads (reset advertising ID or opt out of personalized ads)

## Opt-Out Tools for Advertising

You can opt out of interest-based advertising from many third-party advertisers through industry opt-out platforms such as:

- Your Online Choices (EU): [www.youronlinechoices.com](http://www.youronlinechoices.com)
- Digital Advertising Alliance (US): [www.aboutads.info/choices](http://www.aboutads.info/choices)
- Network Advertising Initiative (US): [www.networkadvertising.org/choices](http://www.networkadvertising.org/choices)

## Do Not Track

Some browsers offer a "Do Not Track" (DNT) signal. As there is no consistent industry standard for responding to DNT signals, our website does not currently respond to DNT signals. We will update this policy if this changes.

## Cookie Retention Periods

Different cookies have different lifespans. We retain cookies only for as long as necessary for the purposes described in this policy. Session cookies are deleted when you close your browser. Persistent cookies typically remain on your device from a few days to up to 24 months, depending on the cookie. You can delete cookies at any time using your browser settings.

## Updates to This Cookies Policy

We may update this Cookies Policy from time to time to reflect changes in our practices, technology, legal requirements, or the addition of new Group entities or services. We will notify you of significant changes by posting the updated policy on our website with a revised "Last Updated" date, and where appropriate, through other means such as in-app notifications or email.

Your continued use of our website or app after changes constitutes acceptance of the updated Cookies Policy.

## Regional Specific Provisions

**For Users in the European Economic Area (EEA) and UK:** Under the GDPR and the ePrivacy Directive, we obtain your explicit consent before placing any non-essential cookies on your device. You have the right to withdraw your consent at any time through the cookie settings on our website.

**For Users in Nepal:** We comply with the Individual Privacy Act, 2075 (2018), the Electronic Transactions Act, 2063 (2008), and other applicable laws of Nepal in relation to the use of cookies and the processing of personal information collected through cookies.

**For Users in the United States:** California residents have additional rights under the California Consumer Privacy Act (CCPA), including the right to know what personal information is collected through cookies and the right to opt out of the sale of personal information. We do not sell personal information to third parties.

## Contact Us

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

**Email:** [compliance@cloudeducationholdings.com](mailto:compliance@cloudeducationholdings.com) **Grievance Officer (Nepal):** [grievance@cloudeducationholdings.com](mailto:grievance@cloudeducationholdings.com) (Response within 24 hours)

Or contact us through the support section of our website or the Abroad Sathi app.

This Cookies Policy applies to all websites and applications operated by Cloud Education Holdings Private Limited, Cloud Education Group Private Limited, The Authorized Partner (TAP), Cloud Education and Visa Services, and Prepx Technologies Private Limited.