

COOKIES & OTHER TECHNOLOGY NOTICE

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1. Introduction

- 1.1. This Cookies & Other Technology Notice (the “**Cookie Notice**”) provides transparency on how cookies and similar technologies are used when you visit our website www.novugen.com and its sub-domains (the “**Site**”).

2. What are Cookies?

- 2.1. Summarily, cookies are small data files that are placed in the device you are using during your use of a website.
- 2.2. Cookies are convenient, and widely used by many to ensure the website function, make websites function more efficiently, provide convenience and generally optimize website user experience, and many more.
- 2.3. Cookies can be first-party or third-party.
 - ▶ **First-party cookies.** Such cookies come from website you are browsing.
 - ▶ **Third-party cookies.** Such cookies come from a different website than the one you are browsing. For more information, please refer to [\[Third Party Cookies\]](#).
- 2.4. Cookies can typically further be summarily classified as follows:-
 - ▶ **Strictly Necessary or Essential Cookies.** These cookies are required for technical reasons in order for our Site to operate and function securely. These cookies do not store any personally identifiable information.
 - ▶ **Performance or Statistic or Analytic Cookies.** These cookies collect information on how a website is used (e.g. webpage visited, and errors occurred). Such information is aggregated and anonymized, and cannot be directly used to identify you. Purpose of such cookies is to understand how the website is used to improve its functions and contents.
 - ▶ **Preferences or Functionality Cookies.** If offered by a website and consented by yourself, it will enable the website to provide enhanced features such as personalization features in which the website can remember any preferences you have shared in the past (e.g. your preferred name, choice and/or region).
 - ▶ **Targeting or Marketing Cookies.** If offered by a website and consented by yourself, these cookies will deliver more relevant advertising, limit how many times you see an ad, and as measure the effectiveness of the ad campaigns.

3. What Cookies & Other Similar Technology Does Our Site Use?

- 3.1. In respect of first party cookies, Our Site currently use **Strictly Necessary or Essential Cookies** only for technical purposes in order for our Site to operate and function securely. These cookies do not store any personally identifiable information. You can nonetheless exercise your choice to block, limit or delete such cookies via your browser as described in [\[Your Choices & Rights\]](#), but please note that some parts of the Site will not fully work or function.

4. Third Party Cookies

Throughout your navigation on our Site, you may also notice third-party links or social media plugins (e.g. such as LinkedIn, Twitter, and Facebook) which are embedded for your convenience to updated information you may find relevant or of interest, and easily “like” and “share” such information with your friends and networks.

However, kindly note that using or clicking such third-party links or plugins can result providers of such link or plugins to store additional cookies on your device which we do not have control over. These are also known as third-party cookies, which may, for example, allow the social media providers to receive information that you visited our Site.

We do not control what information is collected and information practices adopted by such third-party providers.

You are recommended to check, from time to time, the websites of any such third-party providers to get their updated privacy policies or notices for more information on cookies and how you can manage them.

If you still have concerns on third-party cookies, you can generally exercise your choice to block, limit or delete such cookies via your browser as described in [\[Your Choices & Rights\]](#), but please bear in mind that deleting and blocking cookies may have an impact on your overall user experience.

5. Your Choices & Rights

5.1. Our Site currently does not have the mechanism to recognize “Do Not Track” signals, but you may manage your preference and rights personally by exercising the below-mentioned choices in respect of cookies. You can:

i. **Use your browser to block, limit, or delete cookies.**

Managing your cookie choices differs from browser to browser. For your convenience, we have inserted the following links which you may refer to for instructions on how to block, limit and delete cookies for the respective browsers.

Microsoft Internet Explorer	Microsoft Edge	Google Chrome	Chrome for Android
Safari iOS (iPhone and iPad)	Safari macOS	Mozilla Firefox	Opera

However, for more and updated information on how to manage your cookie preference, you should check your browser’s “Help” menu.

ii. **Optionally, depending on your location, you may further elect to opt-out of third-party cookies relating to behavioural or targeted advertising by visiting the following websites:**

- ▶ European Interactive Digital Advertising Alliance (EDAA) : via www.youonlinechoices.eu and <http://www.edaa.eu/>
- ▶ Digital Advertising Alliance (DAA) : via <http://www.aboutads.info/choices/>
- ▶ Network Advertising Initiative (NAI): via <http://optout.networkadvertising.org>

6. Updates To This Cookie Notice

We may, from time to time, we may amend this Cookie Notice for various reasons, for example:

- to improve this Cookie Notice, such as changing the design or look of the Cookie Notice, or adding clarification where required, or correcting inadvertent errors,
- to accurately reflect our data handling practices,
- to reflect new features in our Site, new developments on cookies and other similar technology, and
- to comply with changes with the applicable law, regulatory requirements, and industry practices.

The amended Cookie Notice will be effective on the posting date detailed above.

We will notify you of the amended Cookie Notice by displaying prominently on this Site that there are amendments to the Cookie Notice.

You are responsible to periodically review this page for the latest information on our data handling practices.

7. Contact Us

If you have any queries about this Cookie Notice or our data handling practices, please contact our data privacy officer at the following:

- Email : privacy@novugen.com
- Phone : +603 5870 2242