

Cookie and Tracking Policy

Version: 1.0

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Approved By: Data Protection Officer (DPO)

1. Purpose

Orbitel.ai uses cookies and tracking technologies to enhance user experience, improve site performance, and analyze service usage while upholding transparency and privacy rights. This policy explains how Orbitel collects, uses, and manages these technologies in compliance with GDPR, ePrivacy Directive, and DPDP Act 2023.

2. Scope

Applies to visitors of www.orbitel.ai and Orbitel's subdomains.
Does not apply to third-party websites linked from Orbitel's pages.

3. Types of Cookies Used

- **Essential Cookies:** Required for core functions such as authentication, session management, and security.
- **Performance Cookies:** Collect anonymous statistics about site usage to optimize performance.
- **Functional Cookies:** Remember preferences such as language and region.
- **Analytics and Measurement Cookies:** Used with tools like Google Analytics to understand engagement patterns in aggregate.
- **Marketing and Advertising Cookies:** Used only with explicit consent to personalize content and campaigns.

4. Policy Statements

- Cookies are never used to collect personally identifiable information without consent.
- Visitors are presented with a cookie banner on their first visit allowing opt-in or opt-out of non-essential cookies.
- Consent preferences are stored for 12 months unless the user clears cookies or withdraws consent.
- Users can manage cookies via browser settings or Orbitel's "Cookie Settings" link in the website footer.
- Orbitel regularly reviews third-party trackers to ensure they comply with privacy commitments.

5. Third-Party Services

Orbitel may use trusted third-party tools for analytics (e.g., Google Analytics, HubSpot). All data shared with such providers is pseudonymized and processed under appropriate data processing agreements.

6. Compliance and User Rights

Users may withdraw consent at any time by updating cookie preferences. Orbitel does not sell or share data collected via cookies with unauthorized third parties. This policy is reviewed annually or upon changes to Orbitel's website or third-party services.