

## 01. Global Cookie Policy

bsduskills.edu.in

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### 1. What are cookies?

Cookies are small text files stored on your device when you visit a website. They allow us to:

- Provide essential services
- Improve site functionality and user experience
- Analyze traffic and usage patterns
- Offer personalized content and advertising
- We use both first-party and third-party cookies.

### 2. Type of cookies we use

Cookie Type	Purpose	Retention Period
Essential Cookies	Required for core website functions (e.g., security, session management, cookie preferences).	Session or up to 1 year
Preference Cookies	Remember your preferences (e.g., language, region).	Up to 1 year
Statistics Cookies	Help us understand how visitors use our site (aggregated and anonymized where possible).	1 day to 2 years
Marketing Cookies	Enable personalized advertising and social media features; may track browsing behavior across sites.	Up to 2 years

### 3. Legal basis for processing

- **European Union:** Non-essential cookies are used only with your explicit consent under Article 6(1)(a) GDPR and §25 TTDSG.
- **India:** Personal data, including cookie-based data, is processed only with explicit consent under the Digital Personal Data Protection Act, 2023 (DPDP Act).
- **California (USA):** Under the California Consumer Privacy Act (CCPA/CPRA), you have the right to opt out of the sale or sharing of your personal information.
- **Brazil:** We comply with the Lei Geral de Proteção de Dados (LGPD) and request your consent for non-essential cookies.
- **China:** In compliance with the Personal Information Protection Law (PIPL), we obtain explicit consent before processing personal data and transferring it to third countries.

### 4. Third parties and international data transfers

We partner with third-party providers like Google, Facebook, YouTube, and others. Your data may be transferred to countries outside your residence, including the United States and other jurisdictions that may not provide an equivalent level of data protection.

We use:

- Standard Contractual Clauses (SCCs) for EU residents
- Contractual commitments under DPDP for India
- Separate consent for transfers required under PIPL (China)

### 5. Your rights

Depending on your jurisdiction, you may have the right to:

- Access, correct, or delete your personal data
- Restrict or object to the processing of your data
- Withdraw your consent at any time
- California: Opt out of the “sale or sharing” of your personal data
- China: Be informed about cross-border data transfers

You can change or withdraw your consent anytime via: **[Open Cookie Settings]**

For more details, see our **[Privacy Policy]**.

### 6. Managing cookies

You can also manage cookies through your browser settings:

- Chrome: Instructions
- Firefox: Instructions
- Safari: Instructions

## 7. Global Cookie Banner Text

### **We respect your privacy.**

We use cookies and similar technologies to:

- Operate our website securely
- Improve performance and analyze usage
- Deliver personalized content and advertising

Important regional notices:

- EU, India, Brazil: Non-essential cookies are set only with your consent
- California: You can opt out of the “sale or sharing” of personal data
- China: Consent is required for data transfers to third countries

You can change or withdraw your consent at any time. Essential cookies are necessary for site functionality and cannot be disabled.

**[Accept All Cookies]**

**[Customize Settings]**

**[Use Only Necessary Cookies]**

**[Do Not Sell or Share My Personal Information]** (for California residents)

## 8. Key Improvements Over Original

- Blocks all non-essential cookies until consent is given (GDPR & DPDP compliant)
- Adds site-wide persistent links for:
  - Cookie Settings
  - “Do Not Sell or Share My Personal Information” (CCPA/CPRA)
- Provides explicit opt-in for China’s PIPL third-country transfers
- Explains profiling/tracking for marketing cookies (GDPR requirement)