

# Cookies and other technologies

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## Overview

OLA UK Private Limited uses cookies to improve your user experience by “remembering” you. This is done to help you to move around the website easily and ensure you have access to the features and information available on it that you need. Cookies are also used by Ola to provide information about how the website is being used.

## What are cookies?

These typically involve pieces of information or code that a website transfers to or accesses from your computer hard drive or mobile device to store and sometimes track information about you. Cookies and similar technologies enable you to be remembered when using that computer or device to interact with websites and online services and can be used to manage a range of features and content as well as storing searches and presenting personalised content.

## Why do we need cookies?

We use these technologies in order to offer you a more tailored experience by understanding and remembering your particular browsing preferences. We use cookies and/or other similar technologies such as device-IDs, in-App codes, pixel tags or web beacons to collect and store certain information. We use cookies and similar technologies to:

- To provide you with our Services.
- To identify your location so that we can provide our services to you.
- To distinguish you from other users of the Services, in order to provide you with a good experience when you browse the Website or use our App
- To perform analytics and research based on aggregate data
- For fraud detection and prevention;
- To measure the reliability of our website by analyzing the number of visits to its pages in real time;
- To control access to certain content on the Sites;
- To process any requests you make to us.

## How long do cookies stay on your device?

A number of cookies and similar technologies we use last only for the duration of your web or app session and expire when you close your browser or exit the App. Others are used to remember you when you return to the Website or the App and will last for longer.

## Types of Cookies

We use the following types of cookies:

- **Essential** cookies. These are cookies that are required for the operation of our Website and under our terms with you. They include, for example, cookies that enable you to log into secure areas of our Website.
- **Analytical/performance** cookies. They allow us to recognise and count the number of visitors and to see how visitors move around our Website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Session** cookies. These are temporary and deleted from your device when your web browser closes. We use session cookies to track your usage on our website unless you have adjusted your browser settings to refuse session cookies, when you access the website from your browser.
- **Marketing/Remarketing** cookies. These cookies are used to create profiles and send advertising, or to track the user on the website for marketing purposes.
- **Targeting/Advertising** cookies. These cookies record your visit to our Website, the pages you have visited and the links you have followed. We will use this information subject to your choices and preferences to make our Website/App and the advertising displayed on it more relevant to your interests. **We may also share this information with third parties for this purpose.**
- We may also work with advertising networks that gather information about the content on the Website or App you visit and on information about other websites and services you visit. This may result in you seeing advertisements on or through our Website/App or our advertisements when you visit other websites and services of third parties. For more information about how to turn this feature off see below.

## Your choice: Accepting/Disabling Cookies

You have a choice on how we use cookies and similar technologies with respect to your use and access to our Services. Please note that if you limit our ability to use cookies and similar technologies, you may not be able to access all or parts of our website.

The saving of a cookie on a device is governed by user-defined settings of the browser or device. If you have accepted the option to allow the collecting and saving of cookies through your browser or device, they will be integrated into the pages and content you have viewed and may be temporarily stored in a dedicated location on your browser or Device. Such cookies will be readable only by their issuer.

You have the choice, at any time, to delete or disable all or part of these cookies using your browser or device, except for the Essential Cookies which are necessary for the Site to function.

Wherever required we will seek consent prior to collecting the cookie. At any point if you want to withdraw consent of the cookies then you can delete the cookies from your browser.

### **Disabling cookies**

The effect of disabling cookies depends on which cookies you disable but, in general, the Website may not operate properly if all cookies are switched off. If you only disable third party cookies, you will not be prevented from making purchases (including paying for taxi services) on the Services. If you disable all cookies, you will be unable to complete a purchase on the Services.

If you want to disable cookies on our Website, you need to change your website browser settings to reject cookies. How you can do this will depend on the browser you use. Further details on how to disable cookies for the most popular browsers are set out below: –

#### **For Microsoft Internet Explorer:**

1. Choose the menu “tools” then “Internet Options”
2. Click on the “privacy” tab
3. Select the setting the appropriate setting

#### **For Google Chrome:**

1. Choose Settings> Advanced
2. Under “Privacy and security,” click “Content settings”.
3. Click “Cookies”

#### **For Safari:**

1. Choose Preferences > Privacy
2. Click on “Remove all Website Data”

#### **For Mozilla firefox:**

1. Choose the menu “tools” then “Options”
2. Click on the icon “privacy”
3. Find the menu “cookie” and select the relevant options

#### **For Opera 6.0 and further:**

1. Choose the menu Files”> “Preferences”
2. Privacy

Where you have not set your permissions, we may also separately prompt you regarding our use of cookies on the Website.

### **Device Information**

Any mobile, browser or online platform on which you access and use our services generally comes pre-loaded with certain permissions, without which we cannot provide you the services. Each platform additionally has its own permission system for procuring your consent to access and use the services. Depending on the platform you use (i.e. Web, Android, iOS, BlackBerry, Windows, etc.), your device or browser will either alert/notify you of the permissions you provide prior to using the platform for the first time, or will require your consent to proceed.

### **Your Rights**

Please see our Privacy Policy for more information on how you can request for access, rectification and erasure and for any other queries of your device information that we have collected and processed.

### **Contact Us**

If you have any queries regarding this Cookie Policy, please contact our Data Protection Officer at [dpo@olaride.uk](mailto:dpo@olaride.uk)