

1StopMandi Cookie Policy

Last Updated: July 10, 2025

At 1StopMandi, a brand of Zyientkart Private Limited (“1StopMandi,” “we,” “us,” or “our”), located at Sheohar, Bihar 843329, India, we are committed to enhancing your experience on our online platform (www.1stopmandi.com, the “1StopMandi Platform”) and mobile applications (collectively, “Services”). This Cookie Policy explains how we use cookies and similar tracking technologies to provide, personalize, and improve our Services, which facilitate the purchase of farm-fresh produce and essentials for businesses. It outlines the types of cookies we use, their purposes, and your options for managing them, ensuring transparency and respect for your privacy.

This policy applies to all users of our Services, including registered Merchants and visitors. By using our Services, you consent to the use of cookies as described herein, in accordance with our Privacy Policy. If you have any questions, please contact us at support@1stopmandi.com.

1 . What Are Cookies and Tracking Technologies?

Cookies are small text files stored on your device (e.g., computer, tablet, or smartphone) when you visit our Services. They help us recognize your device, store preferences, and collect information about your interactions with the 1StopMandi Platform. We also use similar technologies, such as web beacons, pixel tags, and local storage, to enhance functionality and analyze usage.

- **Cookies:** These are stored in your browser and contain information like session IDs or preferences, enabling seamless navigation and personalized experiences.
- **Web Beacons/Pixel Tags:** Small images or scripts embedded in our Services that track user activity, such as page views or email opens.
- **Local Storage:** Browser-based storage that retains data (e.g., settings or cart contents) even after you close your browser.

2 Types of Cookies We Use

We categorize cookies based on their purpose and duration. Below are the types of cookies used on the 1StopMandi Platform:

2.1 Essential Cookies

- **Purpose:** Necessary for the operation of our Services, enabling core functions like account login, order placement, and payment processing.
- **Examples:** Session cookies to maintain your login state, cookies for cart functionality, and security cookies to protect your account.

- **Duration:** Mostly session-based (deleted when you close your browser) but may include persistent cookies for remembering login details.
- **Note:** These cookies cannot be disabled, as they are critical to providing our Services.

2.2 Performance Cookies

- **Purpose:** Collect anonymized data about how you use our Services, such as pages visited, time spent, and errors encountered, to improve performance and user experience.
- **Examples:** Analytics cookies that track site usage patterns or error logs to identify technical issues.
- **Duration:** Persistent cookies, typically stored for weeks to months.
- **Note:** These cookies do not identify you personally and help us optimize the Platform.

2.3 Functional Cookies

- **Purpose:** Enhance usability by remembering your preferences, such as language, delivery time slots, or product category filters.
- **Examples:** Cookies storing your preferred language or saved delivery addresses.
- **Duration:** Persistent cookies, stored for months to a year.
- **Note:** These cookies personalize your experience but are optional.

2.4 Advertising and Targeting Cookies

- **Purpose:** Deliver relevant promotions or recommendations based on your browsing behavior, order history, or preferences, including ads from third-party partners.
- **Examples:** Cookies tracking your product searches to suggest similar items or promotional emails tailored to your business type.
- **Duration:** Persistent cookies, stored for weeks to a year.
- **Note:** These cookies may involve third-party ad networks, subject to their privacy policies.

2.5 Third-Party Cookies

- **Purpose:** Set by third-party service providers (e.g., analytics tools, payment gateways, or social media integrations) to support functionality or track performance.
- **Examples:** Cookies from Google Analytics for site usage data or payment processors for secure transactions.
- **Duration:** Varies based on the third-party provider's policy.

- **Note:** These cookies are governed by the third party's privacy policy, and we ensure they comply with applicable laws.

3 How We Use Cookies

We use cookies to provide a seamless, secure, and personalized experience on the 1StopMandi Platform. Specific purposes include:

- **Service Delivery:** Enabling account access, order placement, and delivery tracking.
- **Personalization:** Tailoring content, such as product recommendations or preferred delivery schedules, based on your usage and preferences.
- **Analytics:** Analyzing usage patterns to improve Platform performance, fix bugs, and enhance user experience.
- **Security:** Protecting against unauthorized access and ensuring secure transactions through PCI-compliant payment gateways.
- **Marketing:** Delivering relevant promotions or advertisements, with your consent, to support your business needs.

4 Managing Cookies

You have control over how cookies are used on the 1StopMandi Platform. Below are your options:

4.1 Browser Settings

- You can adjust your browser settings to block, delete, or manage cookies. Most browsers allow you to:
 - View and delete existing cookies.
 - Block cookies from specific websites.
 - Set preferences for first-party and third-party cookies.
- Instructions vary by browser. For example:
 - **Google Chrome:** Go to Settings > Privacy and Security > Cookies and other site data.
 - **Mozilla Firefox:** Go to Options > Privacy Security > Cookies and Site Data.
 - **Safari:** Go to Preferences > Privacy.
 - **Microsoft Edge:** Go to Settings > Cookies and site permissions.

- Note that disabling essential cookies may prevent you from accessing certain features, such as account login or order placement.

4.2 1StopMandi Platform Settings

- Registered Merchants can manage cookie preferences through their account settings on the 1StopMandi Platform, where available, to opt out of non-essential cookies (e.g., advertising or functional cookies).
- Changes take effect immediately but may not apply to third-party cookies, which are managed by the respective providers.

4.3 Opting Out of Advertising Cookies

- You can opt out of targeted advertising cookies via third-party tools like the Network Advertising Initiative (optout.networkadvertising.org) or Digital Advertising Alliance (www.aboutads.info/choices).
- Opting out may still allow cookies for analytics or functionality, but will limit personalized ads.

5 Third-Party Cookies and Services

We partner with trusted third-party providers to enhance our Services, such as:

- **Analytics Providers:** Tools like Google Analytics collect anonymized data to analyze Platform usage.
- **Payment Processors:** PCI-compliant gateways use cookies to secure transactions.
- **Social Media Integrations:** If you sign in via Google or WhatsApp, their cookies may track interactions, subject to their privacy policies.

We ensure third-party providers comply with applicable data protection laws, such as the Information Technology Act, 2000, and contractual safeguards are in place to protect your data.

6 Data Retention and Security

- Cookies are retained for varying periods based on their type:
 - **Session Cookies:** Deleted when you close your browser.
 - **Persistent Cookies:** Retained for weeks to a year, or until deleted by you.
- We use industry-standard encryption and access controls to secure cookie data, but no system is entirely secure. You are responsible for protecting your device and account credentials.

7 Your Rights

Depending on your jurisdiction, you may have rights under applicable data protection laws, including:

- **Access:** Request details about the cookies and data we collect.
- **Deletion:** Request deletion of non-essential cookie data.
- **Objection:** Opt out of non-essential cookies, such as those used for marketing.

To exercise these rights, contact our Data Protection Officer at support@1stopmandi.com.

8 Updates to This Policy

We may update this Cookie Policy to reflect changes in our practices, technologies, or legal requirements. Updates will be posted on the 1StopMandi Platform, and your continued use of our Services constitutes acceptance of the revised policy. We encourage you to review this policy periodically.

9 Contact Us

For questions or concerns about this Cookie Policy or our use of cookies, please reach out to:

Zyientkart Private Limited (1StopMandi)

Sheohar, Bihar 843329, India

Email: support@1stopmandi.com

Phone: +91-7292980098

Thank you for choosing 1StopMandi. We are dedicated to providing a transparent and user-friendly experience while safeguarding your privacy.