# GoZupees Cookie Policy

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**Company:** Silicon Biztech Limited (trading as GoZupees)

## Introduction and Our Commitment to Transparency

At GoZupees, we believe that transparency about data collection and usage is fundamental to building trust with our website visitors, clients, and partners. This Cookie Policy explains how we use cookies and similar technologies on our website and services, providing you with clear information about what data we collect, why we collect it, and how you can control your cookie preferences.

Cookies are small text files that are stored on your device when you visit our website. These files contain information that helps us provide you with a better browsing experience, understand how our website is used, and deliver relevant content and services. We use cookies responsibly and in compliance with applicable data protection laws, including the General Data Protection Regulation (GDPR) and the UK Data Protection Act.

Our approach to cookie usage reflects our commitment to privacy by design and data minimization principles. We only use cookies that are necessary for website functionality or that provide clear benefits to our users, and we provide you with meaningful choices about which cookies you accept. We regularly review our cookie usage to ensure it remains aligned with our privacy principles and regulatory requirements.

This policy applies to all websites operated by Silicon Biztech Limited under the GoZupees brand, including our main website, client portals, and any other web-based services we provide. When you visit our website, you will be presented with a cookie consent banner that allows you to make informed choices about which types of cookies you wish to accept.

We understand that different users have different preferences regarding privacy and data collection, and we respect your right to control how your data is used. This policy provides detailed information about our cookie practices and explains how you can manage your cookie preferences at any time through your browser settings or our cookie preference center.

## Types of Cookies We Use and Their Purposes

We categorize our cookies based on their purpose and functionality, ensuring that each type of cookie serves a specific and legitimate purpose in delivering our services or improving your browsing experience. Our cookie categorization follows industry best practices and regulatory guidelines, providing clear distinctions between different types of data collection and usage.

Essential cookies are necessary for our website to function properly and cannot be disabled without significantly impacting your ability to use our services. These cookies enable core website functionality including user authentication, security features, and basic navigation. Essential cookies include session management cookies that maintain your login status and preferences during your visit, security cookies that protect against cross-site request forgery and other security threats, and load balancing cookies that ensure our website performs optimally by distributing traffic across our servers.

Analytics and performance cookies help us understand how visitors interact with our website, enabling us to improve our services and user experience. These cookies collect information about which pages are visited most frequently, how long users spend on different sections of our website, and what actions users take during their visits. We use this information to identify areas for improvement, optimize our content and navigation, and ensure our website meets the needs of our users. Our analytics cookies are configured to respect user privacy by anonymizing IP addresses and aggregating data to prevent individual identification.

Functional cookies enhance your browsing experience by remembering your preferences and providing personalized features. These cookies remember your language preferences, display settings, and other customization choices you make during your visits. Functional cookies enable features such as remembering your preferred communication methods, maintaining your cookie consent preferences, and providing personalized content recommendations based on your interests and previous interactions with our website.

Marketing and advertising cookies are used to deliver relevant content and advertisements based on your interests and browsing behavior. These cookies help us understand which of our services and content are most relevant to different types of visitors, enabling us to provide more targeted and useful information. We use marketing cookies to measure the effectiveness of our marketing campaigns, track conversions from our advertising efforts, and provide personalized content recommendations that align with your professional interests and needs.

Third-party cookies are set by external services that we integrate with to provide enhanced functionality and services. These cookies are controlled by third-party providers and are subject to their respective privacy policies and cookie practices. Third-party cookies on our website may include analytics services such as Google Analytics, social media integration features, and customer support tools that help us provide better service to our users.

Social media cookies enable integration with social media platforms, allowing you to share our content and interact with our social media presence directly from our website. These cookies are set by social media platforms when you use their sharing features or view embedded social media content on our website. Social media cookies are subject to the privacy policies and cookie practices of the respective social media platforms.

## Cookie Consent and Your Rights

We respect your right to make informed decisions about cookie usage and provide you with meaningful control over how cookies are used on our website. Our cookie consent system is designed to be clear, user-friendly, and compliant with applicable data protection regulations, ensuring that you can easily understand and manage your cookie preferences.

When you first visit our website, you will be presented with a cookie consent banner that explains our cookie usage and provides you with options to accept or decline different types of cookies. This banner includes clear information about the types of cookies we use, their purposes, and the implications of accepting or declining different cookie categories. You can choose to accept all cookies, decline non-essential cookies, or customize your preferences by selecting specific cookie categories.

Your cookie consent choices are remembered and respected throughout your interactions with our website. We store your consent preferences using essential cookies that are necessary for maintaining your choices, and we provide easy access to change your preferences at any time through our cookie preference center. Your consent preferences apply to all pages and services within our website domain, ensuring a consistent experience across our entire web presence.

You have the right to withdraw your consent for non-essential cookies at any time without affecting the functionality of our website. Withdrawing consent will prevent us from setting new non-essential cookies, and we will stop using existing non-essential cookies for data collection purposes. However, some cookies may remain on your device until they expire or until you manually delete them through your browser settings.

We provide detailed information about each cookie we use, including its name, purpose, duration, and the data it collects. This information is available through our cookie preference center and in the detailed cookie list provided in this policy. We believe that transparency about our cookie practices enables you to make informed decisions about your privacy and data sharing preferences.

Your browser settings provide additional control over cookie usage, allowing you to block, delete, or manage cookies according to your preferences. Most modern browsers include cookie management features that enable you to view, delete, and control cookies on a site-by-site basis. We provide guidance on how to manage cookies in popular browsers, though the specific steps may vary depending on your browser version and configuration.

If you choose to disable cookies entirely, some features of our website may not function properly, and your browsing experience may be limited. Essential cookies are necessary for basic website functionality, and disabling them may prevent you from accessing certain areas of our website or using specific features. We strive to ensure that our website remains functional even with limited cookie usage, but some personalization and convenience features may not be available.

## Data Collection and Processing Details

Our cookie-based data collection practices are designed to be transparent, proportionate, and aligned with our legitimate business interests while respecting your privacy rights and preferences. We collect only the information necessary to provide our services effectively and improve your browsing experience, and we process this information in accordance with applicable data protection laws and our privacy policy.

Information collected through cookies may include technical data about your device and browser, such as your IP address, browser type and version, operating system, screen resolution, and device identifiers. This technical information helps us ensure our website functions properly across different devices and browsers, identify and resolve technical issues, and optimize our website performance for different user environments.

Behavioral data collected through cookies includes information about your interactions with our website, such as pages visited, time spent on different sections, links clicked, and actions taken during your visit. This behavioral information helps us understand how our website is used, identify popular content and features, and improve our user experience based on actual usage patterns. We use this information to optimize our website structure, content organization, and navigation to better serve our users' needs.

Preference data collected through cookies includes your language settings, display preferences, cookie consent choices, and other customization options you select during your visits. This preference information enables us to provide a personalized browsing experience that aligns with your individual needs and preferences, reducing the need for you to repeatedly configure settings during each visit.

Geographic information may be collected through cookies to provide location-relevant content and services, such as displaying appropriate contact information for your region or providing content in your local language. Geographic data collection is typically based on IP address analysis and does not involve precise location tracking. This information helps us provide more relevant and useful content based on your general location.

Session information collected through cookies includes data about your current browsing session, such as login status, items in shopping carts or forms, and navigation history within our website. Session information is typically temporary and is used to maintain continuity and functionality during your visit. This information is essential for providing a smooth and consistent user experience across multiple page views and interactions.

Referral information collected through cookies may include data about how you arrived at our website, such as the referring website, search terms used, or marketing campaigns that directed you to our site. This referral information helps us understand the effectiveness of our marketing efforts, identify popular sources of website traffic, and optimize our outreach and content strategies to better serve potential clients and partners.

## Third-Party Services and Cookie Management

We integrate with carefully selected third-party services to enhance our website functionality and provide better services to our users. These third-party integrations may involve the use of cookies and similar technologies that are controlled by external providers, and we ensure that all third-party services we use meet appropriate privacy and security standards.

Google Analytics is used to understand website usage patterns and improve our user experience. Google Analytics cookies collect information about how visitors interact with our website, including page views, session duration, bounce rates, and user flow through our site. This information is aggregated and anonymized to protect individual privacy while providing valuable insights into website performance and user behavior. We have configured Google Analytics to respect user privacy by anonymizing IP addresses and enabling data retention controls.

Customer relationship management and support tools may use cookies to provide personalized support experiences and maintain continuity across different support interactions. These tools help us provide more effective customer service by remembering previous interactions, maintaining support ticket information, and enabling seamless communication across different support channels. Customer support cookies are used only for legitimate support purposes and are subject to appropriate data protection safeguards.

Content delivery networks and performance optimization services may use cookies to improve website loading speed and performance. These services help ensure our website loads quickly and reliably for users around the world by optimizing content delivery and caching frequently accessed resources. Performance optimization cookies are focused on technical functionality and do not collect personal information beyond what is necessary for service delivery.

Security and fraud prevention services may use cookies to protect our website and users from malicious activities, spam, and security threats. These security cookies help identify and block potentially harmful traffic, prevent automated attacks, and maintain the integrity of our website and services. Security cookies are essential for maintaining a safe and secure online environment for all users.

Social media integration features may use cookies to enable sharing functionality and display social media content on our website. These cookies are set by social media platforms when you interact with their features on our website, such as sharing buttons or embedded social media posts. Social media cookies are subject to the privacy policies and cookie practices of the respective social media platforms.

Marketing and advertising platforms may use cookies to measure the effectiveness of our marketing campaigns and provide relevant advertising content. These cookies help us understand which marketing messages resonate with different audiences, track conversions from our advertising efforts, and optimize our marketing spend for maximum effectiveness. Marketing cookies are used only with appropriate consent and in compliance with applicable advertising regulations.

We regularly review our third-party integrations to ensure they continue to meet our privacy and security standards. We maintain data processing agreements with third-party providers that specify how data should be handled, protected, and used. These agreements ensure that third-party services process data in accordance with applicable data protection laws and our privacy requirements.

## Cookie Duration and Data Retention

Our approach to cookie duration and data retention reflects our commitment to data minimization and privacy protection, ensuring that cookies and the data they collect are retained only as long as necessary for their intended purposes. We implement appropriate retention periods for different types of cookies based on their functionality, legal requirements, and business needs.

Session cookies are temporary cookies that are automatically deleted when you close your browser or end your browsing session. These cookies are used for essential website functionality such as maintaining your login status, preserving form data during your visit, and enabling secure communication between your browser and our servers. Session cookies do not persist beyond your current browsing session and do not create long-term tracking capabilities.

Persistent cookies remain on your device for a specified period or until you manually delete them through your browser settings. The duration of persistent cookies varies based on their purpose and functionality, ranging from a few days for short-term preferences to up to two years for long-term settings and analytics data. We set cookie expiration dates based on the minimum time necessary to achieve the cookie's intended purpose.

Analytics cookies typically have retention periods of up to two years, allowing us to analyze long-term trends in website usage and user behavior. This extended retention period enables us to identify seasonal patterns, track the effectiveness of website improvements over time, and understand how user needs and preferences evolve. Analytics data is aggregated and anonymized to protect individual privacy while providing valuable business insights.

Functional cookies that store user preferences and settings may have retention periods ranging from a few months to two years, depending on the type of preference being stored. Language preferences and display settings may be retained for extended periods to provide consistent user experience across multiple visits, while other functional cookies may have shorter retention periods based on their specific purposes.

Marketing and advertising cookies typically have retention periods of up to one year, allowing us to measure the effectiveness of marketing campaigns and provide relevant content over time. These retention periods enable us to understand the customer journey from initial awareness to engagement while respecting user privacy and consent preferences.

We automatically delete expired cookies and regularly review our cookie retention practices to ensure they remain appropriate and compliant with applicable regulations. Our cookie management systems include automated deletion processes that remove expired cookies and associated data according to predetermined schedules. We also provide manual deletion options through our cookie preference center and browser-based cookie management tools.

You can control cookie duration through your browser settings, which allow you to delete cookies immediately, set automatic deletion schedules, or block cookies entirely. Most browsers provide options to delete cookies when you close the browser, delete cookies older than a certain age, or manage cookies on a site-by-site basis. We provide guidance on cookie management for popular browsers to help you control cookie duration according to your preferences.

## Your Rights and How to Manage Cookies

We are committed to providing you with comprehensive control over cookie usage and ensuring that you can exercise your privacy rights effectively. Our cookie management system is designed to be user-friendly and accessible, enabling you to make informed decisions about cookie usage and modify your preferences at any time.

You have the right to accept or decline non-essential cookies when you first visit our website, and you can change your preferences at any time through our cookie preference center. Our preference center provides detailed information about each type of cookie we use, allowing you to make granular choices about which cookies you wish to accept. Changes to your cookie preferences take effect immediately and apply to all future interactions with our website.

Browser-based cookie management provides additional control over cookie usage across all websites you visit. Most modern browsers include comprehensive cookie management features that allow you to view, delete, and control cookies according to your preferences. You can typically access these features through your browser's privacy or security settings, where you can configure automatic cookie deletion, block specific types of cookies, or manage cookies on a site-by-site basis.

The right to access information about cookies includes the ability to view detailed information about the cookies we use, their purposes, and the data they collect. We provide comprehensive cookie documentation through our preference center and this policy, and you can request additional information about our cookie practices by contacting our data protection officer. We are committed to transparency about our cookie usage and will provide clear, understandable information about our practices.

The right to data portability may apply to certain types of data collected through cookies, particularly preference data and account-related information. If you wish to transfer your data to another service provider, we will provide your data in a structured, commonly used format where technically feasible and legally required. Data portability rights are subject to technical limitations and may not apply to all types of cookie-collected data.

The right to object to cookie-based data processing allows you to decline non-essential cookies and request that we stop using cookies for specific purposes. You can exercise this right through our cookie preference center, by contacting us directly, or by configuring your browser settings to block cookies from our website. We will respect your objection to cookie usage while ensuring that essential website functionality remains available.

The right to lodge a complaint with supervisory authorities is available if you believe our cookie practices violate applicable data protection laws. In the UK, you can contact the Information Commissioner's Office (ICO), and in other EU countries, you can contact your local data protection authority. We encourage you to contact us first with any concerns about our cookie practices, as we are committed to resolving privacy issues promptly and effectively.

We provide multiple channels for managing your cookie preferences and exercising your privacy rights, including our online preference center, email contact with our data protection officer, and integration with browser-based privacy controls. Our goal is to make privacy management as convenient and accessible as possible while ensuring that your choices are respected and implemented effectively across all our services.

**Cookie Categories and Consent Options**

**Essential Cookies:** Always Active

* Session management and security
* Website functionality and navigation
* User authentication and access control

**Analytics Cookies:** Your Choice

* Website usage statistics and performance monitoring
* User behavior analysis for service improvement
* Aggregated and anonymized data collection

**Functional Cookies:** Your Choice

* Preference storage and personalization
* Language and display settings
* Enhanced user experience features

**Marketing Cookies:** Your Choice

* Campaign effectiveness measurement
* Personalized content recommendations
* Conversion tracking and optimization

**Third-Party Cookies:** Your Choice

* Social media integration features
* External service functionality
* Third-party analytics and tools

**Contact Information for Cookie-Related Inquiries:**

* **Data Protection Officer:** [dpo@gozupees.com](mailto:dpo@gozupees.com)
* **Privacy Team:** [privacy@gozupees.com](mailto:privacy@gozupees.com)
* **General Inquiries:** [contact@gozupees.com](mailto:contact@gozupees.com)
* **Cookie Preference Center:** Available on our website footer

**Company Information:** Silicon Biztech Limited (trading as GoZupees)  
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**Document Control:**

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This Cookie Policy is reviewed and updated regularly to reflect changes in our cookie practices, regulatory requirements, and industry best practices. We will notify you of any material changes to this policy through our website and other appropriate communication channels.