

# Cookies Policy

\1 November 2, 2024

Metaphysics Alliance (“we”, “us”, “our”) uses cookies and similar technologies on our website to improve user experience, personalise content, and analyse site performance.

## Summary

- \1 We use cookies to keep the site functional, tailor language preferences, and understand how visitors interact with our content.
- \1 Non-essential cookies only load after you consent, and you can withdraw that consent at any time through the banner or browser settings.
- \1 Analytics and media partners (such as Google Analytics and Meta Pixel) set certain cookies under their own privacy policies.

### 1. What are cookies?

Cookies are small text files placed on your device when you visit a website. They allow the site to recognise your device, remember preferences, and keep experiences consistent across visits.

- Session cookies expire when you close the browser; persistent cookies remain until you clear them or they reach their expiry date.
- Cookies may be set directly by us (first-party) or by approved service providers operating on our behalf (third-party).

### 2. Types of cookies we use

- \1 Enable core navigation, security, and access to member-only areas. These cannot be switched off in our systems.
- \1 Collect anonymous usage data so we can measure page performance and resolve issues quickly.
- \1 Remember selections such as language, theme, or saved forms so the site feels familiar.
- \1 Use tools like Google Analytics (with IP anonymisation) to see how visitors discover and move through the site.
- \1 Triggered only if you consent, these cookies help us show relevant content or measure marketing outcomes.

### 3. How we use cookies

- Maintain secure sessions for logged-in areas and protect against misuse.
- Analyse aggregated visitor journeys so we can improve layout, messaging, and load times.

- Store your language or interface preferences to reduce repeated prompts.
- Generate anonymised insights that inform service planning and content strategy.
- Measure the effectiveness of campaigns when you opt into marketing cookies.

\1 We never use cookies to collect sensitive personal data such as financial information, government identifiers, or medical history.

## 4. Legal basis under Malaysian law

### Statutory references

- Personal Data Protection Act 2010 (Sections 6–7: Notice & Choice Principle; Section 9: Disclosure Principle).
- Electronic Commerce Act 2006 – recognises electronic consent.
- Consumer Protection (Electronic Trade Transactions) Regulations 2024 – requires transparent disclosure of online data practices.

### Interpretation

- Consent must be clear, informed, and freely given.
- Users must be able to withdraw consent at any time without penalty.
- Non-essential cookies only activate after consent is recorded.

## 5. Your consent

When you first visit the site, we display a cookie banner describing our use of cookies.

- Clicking “Accept” or continuing to browse signals your consent to the purposes described in this policy.
- You can decline optional cookies through the banner or browser settings; strictly necessary cookies will continue to operate.
- Disabling certain cookies may impact features such as saved preferences or embedded media.

## 6. Managing or deleting cookies

You can manage cookies directly from your browser:

- Chrome: Settings → Privacy and security → Cookies and other site data.
- Edge: Settings → Site permissions → Cookies and site data.
- Safari: Preferences → Privacy → Manage Website Data.
- Firefox: Options → Privacy & Security → Cookies and Site Data.

- Google Analytics opt-out: <https://tools.google.com/dlpage/gaoptout>.

## 7. Third-party cookies

Some cookies are set by trusted partners providing analytics, media, or advertising services on our behalf.

- Google Analytics (traffic statistics).
- Meta Pixel (advertising conversion tracking).
- YouTube / Vimeo embeds (media playback).

\1 These partners process data under their own privacy policies. We encourage you to review their notices directly.

## 8. Data retention

We retain cookie data only for as long as the stated purposes require or as mandated by law. Aggregated analytics may be retained for longer-term planning in anonymised form.

## 9. Updates to this Cookies Policy

We may update this policy to reflect legal, technological, or operational changes. A revised “Effective Date” will appear on this page, and material updates may trigger additional notices or a fresh consent request.

## Contact Our Support Team

- \1 Metaphysics Alliance Support Team
- \1 support@meta-alliance.my
- \1 +60165873141
- \1 We reply within one business day and resolve most requests within five business days.
- \1 Metaphysics Alliance Menara Mitraland, 13A Jalan PJU 5/1 Kota Damansara, 47810 Petaling Jaya Selangor, Malaysia.