

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.

S u m m a r y

- \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.

I n t e r p r e t a t i o n

- 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.