

ZARELVA

FRAUD INTELLIGENCE & RISK ARCHITECTURE

Cookie Policy

How zarelva.com uses cookies and similar technologies

Effective Date	31 March 2026
Jurisdiction	India — Courts of Bengaluru, Karnataka
Governing Law	Information Technology Act 2000 & Indian Contract Act 1872
Entity	Zarelva, operated by Gururaj GJ
Registration	UDYAM-KR-03-0675917 (MSME — Micro Enterprise)
Contact	hello@zarelva.com zarelva.com
Version	v1.0

This Cookie Policy explains how zarelva.com uses cookies and similar technologies, what information they collect, and how you can control them. We believe in simple, honest cookie practices: we use analytics cookies only, with your consent, and we never use advertising or tracking cookies.

01 WHAT ARE COOKIES

Cookies are small text files placed on your device by a website when you visit. They serve different purposes — some are essential for the website to function, others help the website owner understand how visitors use the site, and others are used for advertising and tracking.

zarelva.com uses cookies strictly for website analytics, and only after you explicitly consent through our cookie consent banner. We do not use advertising cookies, social media tracking pixels, or cookies that build profiles of your interests across websites.

02 COOKIES WE USE

Cookie name	zarelva_cookie_consent
Type	Functional (first-party)
Purpose	Remembers whether you accepted or rejected cookies on zarelva.com.
Duration	Persistent (stored in localStorage, no automatic expiry)
Required?	Yes — without this, the consent banner would appear on every page visit.

Cookie name	Google Analytics (GA4)
Type	Analytics (third-party — Google)
Purpose	Measures website traffic: pages visited, session duration, referral source, device type, approximate location (country).
Duration	26 months (Google Analytics default retention)
Required?	No — only loaded after you Accept cookies. Not loaded if you click Reject.

No other cookies or tracking technologies are used on zarelva.com. We do not use advertising networks, social media pixels, heatmap tools, or session recording software.

03 WHAT WE DO NOT USE

To be explicit, the following technologies are NOT present on zarelva.com:

- Advertising or retargeting cookies (Facebook Pixel, Google Ads, etc.).
- Social media tracking pixels (LinkedIn Insight Tag, Twitter/X Pixel, etc.).
- Cross-site tracking cookies that follow you across other websites.
- Session recording or heatmap tools (Hotjar, FullStory, Microsoft Clarity, etc.).
- Third-party personalisation or recommendation engines.
- Any cookie used to build a profile of your interests or behaviour beyond zarelva.com.

04 HOW TO MANAGE COOKIES

4.1 Using Our Cookie Consent Banner

When you first visit zarelva.com, a cookie consent banner is displayed at the bottom of the page. You have two options:

- **Accept:** Google Analytics is loaded and your consent preference is saved. You can change this at any time.
- **Reject:** Google Analytics is not loaded. Only the consent preference cookie is stored (to remember your choice).

To change your preference at any time, clear your browser's localStorage for zarelva.com and reload the page — the consent banner will reappear.

4.2 Browser Settings

You can also control cookies through your browser settings. Most browsers allow you to:

- View cookies currently stored by a website.
- Delete individual cookies or all cookies for a website.
- Block cookies from specific websites or all third-party cookies.
- Set your browser to notify you before a cookie is placed.

Note: disabling all cookies may affect the functionality of some websites. zarelva.com is designed to function fully without analytics cookies.

4.3 Google Analytics Opt-Out

If you have accepted cookies and wish to opt out of Google Analytics specifically, you can install the Google Analytics Opt-out Browser Add-on, available at: tools.google.com/dlpage/gaoptout

05 THIRD-PARTY SERVICES

The following third-party services are integrated into zarelva.com and may set their own cookies or collect data when you interact with them directly:

Calendly	Booking a discovery call opens Calendly. Their cookies apply when you visit their scheduling page.
PayPal	Clicking a payment link redirects to PayPal. Their cookies apply on their platform, not on zarelva.com.
Google Fonts	Fonts are loaded from Google. Google may log the request; no identifying data is passed from zarelva.com.
Formspree	Contact form submissions are processed by Formspree. No cookies are set by Formspree on zarelva.com.

We recommend reviewing the cookie and privacy policies of these third-party services if you are concerned about their data practices.

06 UPDATES TO THIS POLICY

We may update this Cookie Policy to reflect changes in our technology or applicable law. The effective date will be updated when changes are made. Continued use of zarelva.com following an update constitutes acceptance of the revised policy.

07 CONTACT

For questions about cookies or this policy:

Email	hello@zarelva.com
Website	https://zarelva.com