

## Privacy Policy of kaalpadukal.com

kaalpadukal.com, here after mentioned as 'the website', uses cookies to collect basic visitor information provided by Google.

We don't collect any personal information of the visitor through any forms or any other means.

The data collected by Google from the website using their cookies are used to measure the performance of the website. This data is not collected or stored in the server of this website.

We have adopted all the stringent measures to keep the website secure from hackers who inject malicious code in the website to collect any data from the visitors.

### Analytics

Cookies used for analytics help collect data that allows services to understand how users interact with a particular service. These insights allow services both to improve content and to build better features that improve the user's experience.

Some cookies help sites understand how their visitors engage with their properties. For example, [Google Analytics](#), a Google product that helps site and app owners understand how people engage with a service, uses a set of cookies to collect information and report site usage statistics without personally identifying individual visitors to Google. '\_ga' is the main cookie used by Google Analytics. '\_ga' enables a service to distinguish one user from another and lasts for 2 years. It's used by any site that implements Google Analytics, including Google services.

Google services also use analytics cookies like these, as well as others like 'NID' on Google Search and 'VISITOR\_INFO1\_LIVE' on YouTube.

### Advertising

Google uses cookies for advertising, including serving and rendering ads, personalizing ads (depending on your ad settings at [g.co/adsettings](#)), limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.

- 'NID' is used for these purposes to show Google ads in Google services for signed-out users
- 'IDE' and 'ANID' are used for these purposes to show Google ads on non-Google sites

Other Google services like YouTube may also use these cookies and cookies like 'VISITOR\_INFO1\_LIVE' to show more relevant ads.

If you have personalized ads enabled, 'ANID' is used to remember this setting and lasts for 13 months in the European Economic Area (EEA), Switzerland, and the United Kingdom (UK), and 24 months everywhere else. If you have disabled

personalized ads, 'ANID' is used to store that setting until 2030. 'NID' expires 6 months from a user's last use. 'IDE' lasts for 13 months in the EEA, Switzerland, and the UK and 24 months everywhere else.

Some cookies used for advertising are for users who sign in to use Google services. For example, 'DSID' is used to identify a signed-in user on non-Google sites and to remember whether the user has agreed to ad personalization. It lasts for 2 weeks.

Through Google's advertising platform, businesses can advertise in Google services as well as on non-Google sites that partner with Google.

Some cookies support Google showing ads on third-party sites, and are set in the domain of the website you visit. For example, '\_gads' enables sites to show Google ads, including personalized ads. Cookies that start with '\_gac\_' come from Google Analytics and are used by advertisers to measure user activity and the performance of their ad campaigns. The '\_gads' cookie lasts for 13 months and the '\_gac\_' cookies last for 90 days.

Some cookies are used to measure ad and campaign performance and conversion rates for Google ads on a site you visit. For example, cookies that start with '\_gcl\_' come from Google Analytics and are primarily used to help advertisers determine how many times users who click on their ads end up taking an action on their site, such as making a purchase. Cookies used for measuring conversion rates aren't used to personalize ads. '\_gcl\_' cookies last for 90 days.

For any queries on your privacy in this website, please feel free to contact us at [sini.pm@ae.tablez.com](mailto:sini.pm@ae.tablez.com)