

Cookie Policy

Kudo Trade (Mauritius) Ltd

Effective date: 8 June 2026 **Version:** 1.0

1. Introduction

This Cookie Policy explains how Kudo Trade (Mauritius) Ltd (“Kudo”, “we”, “us” or “our”) uses cookies and similar technologies on kudo.com and any related pages or sub-domains operated by us (the “Site”).

It explains what these technologies are, why we use them, the categories we use, the third parties we work with, and the choices available to you. This policy should be read together with our Privacy Policy, which explains how we handle your personal data more generally.

By using the Site, you can accept, reject or manage cookies through the consent banner that appears when you first visit, and at any time afterwards (see Section 7). Cookies that are strictly necessary do not require your consent.

2. What are cookies and similar technologies?

Cookies are small text files placed on your device (computer, tablet or phone) when you visit a website. They are widely used to make websites work, to make them work more efficiently, and to provide information to the site owner.

“Similar technologies” include pixels (also called tags or beacons), software development kits (SDKs), local storage and similar identifiers. In this policy, we refer to all of these collectively as “cookies”.

Cookies may be:

- Session cookies, which are deleted when you close your browser; or persistent cookies, which remain on your device for a set period or until you delete them.
- First-party cookies, set by us; or third-party cookies, set by an organisation other than us (for example, an analytics or advertising provider).

3. Why we use cookies

We use cookies to:

- keep the Site secure and working correctly;
- remember your settings and preferences;
- understand how visitors find and use the Site so we can improve it; and
- measure and deliver marketing and advertising, including on third-party platforms.

4. The categories of cookies we use

We group cookies into the categories below. The specific cookies listed in Section 5 are examples of what may be set; exact names and lifespans can change as providers update their technologies, and not all cookies will be set during every visit.

4.1 STRICTLY NECESSARY COOKIES

These are required for the Site to function and to keep it secure. They include cookies that support security, load balancing and the operation of features you have requested, such as our customer support tools, and the cookie that records your consent choices. Because the Site cannot work properly without them, these cookies do not require your consent and cannot be switched off through our banner.

4.2 ANALYTICS AND PERFORMANCE COOKIES

These help us understand how visitors interact with the Site, for example which pages are visited most often and whether visitors encounter errors. We use this information to improve how the Site performs. These cookies are only set with your consent.

4.3 MARKETING AND ADVERTISING COOKIES

These are used to measure the effectiveness of our marketing, to build a profile of your interests, and to show you relevant advertising on the Site and on third-party platforms such as social media. They may be set by our advertising partners and used to link your activity across sites and devices. These cookies are only set with your consent.

5. Cookies and third-party services we use

The Site uses the following third-party services. Each provider operates its own cookies and processes data under its own privacy and cookie notices, which we link to below. Example cookie names and durations are provided for transparency and should be verified against your

live deployment.

STRICTLY NECESSARY

Provider	Purpose	Example cookies	Typical duration
Cloudflare	Security, bot mitigation and load balancing	<code>__cf_bm</code> , <code>cf_clearance</code> , <code>__cf1b</code>	Session up to ~30 minutes / 1 year
Zendesk	Customer support and live chat widget	<code>__z1cmid</code> and related widget storage	Up to 1 year
Kudo (first-party)	Records your cookie consent choices	e.g. <code>kudo_cookie_consent</code>	Up to 12 months

Note on Zendesk: the support widget is treated as functional/necessary because it operates a feature you actively use. If you deploy Zendesk in a way that loads it on every page regardless of use, you may wish to seek consent for it instead; confirm with your implementation.

Cloudflare privacy information: www.cloudflare.com/privacypolicy

Zendesk cookie information: www.zendesk.com/company/agreements-and-terms/cookie-policy

ANALYTICS AND PERFORMANCE

Provider	Purpose	Example cookies	Typical duration
Google Analytics	Measures Site traffic and usage patterns	<code>_ga</code> , <code>_ga_<container-id></code> , <code>_gid</code>	<code>_ga</code> up to 2 years; <code>_gid</code> 24 hours

Google's information: policies.google.com/technologies/cookies

Opt-out: install the Google Analytics Opt-out Browser Add-on at tools.google.com/dlpage/gaoptout

MARKETING AND ADVERTISING

Provider	Purpose	Example cookies	Typical duration
Meta (Facebook/Instagram)	Advertising measurement and audience targeting via the Meta Pixel	<code>_fbp</code> (first-party); <code>fr</code> (set on Meta domains)	<code>_fbp</code> up to ~3 months
TikTok	Advertising measurement and targeting via the TikTok Pixel	<code>_ttp</code> and related identifiers	Up to ~13 months
X (formerly Twitter)	Advertising measurement and targeting	<code>muc_ads</code> , <code>personalization_id</code>	Up to ~2 years

Meta: www.facebook.com/policies/cookies

TikTok: www.tiktok.com/legal/page/global/cookie-policy/en

X: help.x.com/en/rules-and-policies/x-cookies

6. Legal basis for using cookies

For visitors in the European Union/European Economic Area and the United Kingdom:

- Strictly necessary cookies are used on the basis of our legitimate interest in operating a secure, functioning website, and are exempt from the consent requirement under the EU ePrivacy Directive and the UK Privacy and Electronic Communications Regulations (PECR).
- All other cookies (analytics, performance, marketing and advertising) are placed only with your consent, which you give through our consent banner and can withdraw at any time.

Where cookies involve the processing of personal data, that processing is carried out in accordance with the EU General Data Protection Regulation (GDPR), the UK GDPR and our Privacy Policy.

7. How to manage your cookies

Our consent banner. When you first visit the Site, a banner lets you accept all cookies, reject non-essential cookies, or choose which categories to allow. You can change or withdraw your choices at any time by reopening the cookie settings from the banner or the link in our Site footer.

Your browser. Most browsers let you view, manage, block and delete cookies through their settings. Details for the main browsers:

- [Google Chrome](#)
- [Apple Safari](#)
- [Mozilla Firefox](#)
- [Microsoft Edge](#)

Please note that blocking strictly necessary cookies may stop parts of the Site from working. Blocking other cookies will not prevent you from using the Site.

Advertising controls. You can also limit interest-based advertising through industry tools such as the [Digital Advertising Alliance](#), the [Network Advertising Initiative](#) and [Your Online Choices in Europe](#).

8. Do Not Track and Global Privacy Control

Some browsers offer a “Do Not Track” (DNT) signal or a Global Privacy Control (GPC) signal. There is no industry-wide standard for how DNT signals should be handled, and our response to such signals is described in our consent settings. Where required by applicable law, we treat a recognised opt-out preference signal as a valid request to opt out of cookies that involve selling or sharing personal information for targeted advertising.

9. Notice for users in the United States

Some of the advertising cookies described above may constitute a “sale” or “sharing” of personal information for cross-context behavioural advertising under certain U.S. state privacy laws (such as the California Consumer Privacy Act, as amended). You can opt out of these activities by rejecting marketing and advertising cookies in our consent banner, by using a recognised opt-out preference signal, or as otherwise described in our Privacy Policy.

10. Changes to this Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in the cookies we use or for legal or operational reasons. When we make changes, we will update the “Effective date” and version above and, where appropriate, notify you through the Site. We encourage you to review this policy periodically.

11. Contact us

If you have any questions about this Cookie Policy or our use of cookies, please contact us:

Kudo Trade (Mauritius) Ltd, 6 St Denis Street, 1/F River Court, Port Louis, Mauritius. Email: compliance@kudo.com