Bizmitra

Cookie Policy

Privacy · Version **v2.0** · Effective **Sep 6, 2026** · Last updated **Sep 6, 2026**

Cookies, local storage, consent choices and public-site measurement.

Legal entity	**Drushtant Infoweb Private Limited**
Registered office	51, Kailash Complex-A, Near Gundala Gate, Gondal - 360311, Gujarat, India

Interpretation. This document describes Bizmitra's current service and current-law position as at the date above. Mandatory law prevails where it cannot lawfully be varied. Read it with the other Bizmitra legal documents referenced in it.

1. What this policy covers

This Policy explains how Bizmitra uses cookies and similar browser/device storage on public websites and web applications. Some technologies are strictly necessary to provide a requested service; others are used only where the applicable law/consent setting permits.

2. Categories

Category	**Purpose**	**Consent approach**
Strictly necessary	Authentication/session continuity, security, load protection, privacy-choice recording and guest-chat session identifiers.	Used as necessary to provide the requested service; not used as advertising merely because it supports operations.
Analytics	Understand aggregate website/product usage and performance.	Enabled only where the applicable consent choice/law permits.
Advertising / conversion measurement	Measure marketing campaign outcomes on public marketing pages.	Enabled only where the applicable consent choice/law permits.
Personalisation	Remember optional choices not strictly necessary to provide the service.	Consent or user-requested setting as applicable.

3. Guest AI chat session

The public /vi/public_chat uses a necessary session identifier so guest messages can be associated with the current conversation. This identifier is used for session continuity/security, not for advertising. Chat content retention is described in the Public AI Chat Terms and Privacy Notice.

4. Google measurement / Consent Mode

Bizmitra may use Google Analytics and Google Ads measurement on public marketing pages. Where Google Consent Mode is configured, storage permissions remain denied until the relevant consent is granted. If Advanced Consent Mode is enabled, Google tags may send limited cookieless consent/measurement signals while storage is denied. Cookie-based analytics/advertising storage is enabled only after the applicable consent choice permits it.

5. Meta advertising measurement

Where Meta Pixel or related advertising measurement is used, it is treated as non-essential advertising technology and should not execute until the applicable advertising consent choice permits it.

6. Managing choices

Where a consent banner is provided, you can accept/reject non-essential categories or change your choices through the available privacy/cookie settings. You can also delete/block cookies through your browser, but blocking strictly necessary storage can prevent login, session continuity or other requested functions.

7. Cookie details and provider changes

Cookie names, browser storage keys and provider-set expiry periods can change when providers or configurations change. Bizmitra maintains this Policy at the category/purpose level and updates the consent configuration when a material new non-essential technology is introduced. Third-party providers may set their own cookies only when their relevant tag/service is allowed to run.

8. Contact

Questions about cookies/privacy choices can be sent to privacy@bizmitra.io.

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