

COOKIE POLICY

1. COOKIES

Birla Tyres Limited (referred to as **“BTL”, “We,” “Us,” or “Our”**) respects the privacy of any person who accesses or uses the website (hereinafter referred as **“You” or “Your”**) and is committed to protecting it. We may disclose and transfer information regarding the Cookie Policy (**“Policy”**) to BTL’s affiliates namely, Himadri Speciality Chemicals Limited (**“HSCL”**) and/or Dalmia Bharat Refractories Limited (**“DBRL”**). It is clarified that such disclosure and transfer of information shall be made only upon HSCL and DBRL maintaining a higher degree of protection than what is adopted by Us.

This Policy is applicable for the following website: <https://www.birlatyre.com>

Cookies are files with small amount of data, which may include an anonymous unique identifier. They are placed by Us on Your device to provide security for Our website, to store settings, analyse how the website is used, enable user choice, to adjust the content of the website and/or for marketing purposes, among other things. By using cookies, We can provide You with more user-friendly services that would not be possible without the cookie setting. Further, the information on Our website can be optimized keeping You in mind and the quality of services to be provided thereto. Cookies allow us to recognize You, thus, making it easier for You to utilise Our website.

Our website enables cookies that can read, store, and write information on Your browser and in Your device. The information relating to You may include personal identifiers e.g. IP address which connects your computer and/or mobile device to the internet, an information about Your visit to Our website such as the pages you used and/or searched for, page response time, download errors etc. We do this so that we can measure Our website’s performance and make improvements in the future, thereby enhancing the website’s function.

You can reject all non-essential processing by choosing to accept only necessary cookies. To personalize Your choice and learn more, You can click on **“Adjust my preferences”**. You may prevent the setting of cookies through Our website by clicking on **“Ignore Cookies”** button which appears on the screen while using the website and may thus, permanently deny the setting of cookies. However, this may prevent You from having access to some website functions or features. Furthermore, already set cookies can be deleted by You at any time. By clicking **“Accept All Cookies”**, You agree to the storing of cookies on Your device.

Our website does not allow third-party websites including ad servers or ad networks, to display advertisement on Our website. Furthermore, We do not have access to or control of the cookies that may be placed by such third-party ad servers or ad networks.

2. WHAT TYPE OF COOKIES WE USE?

The cookies used on this website have been categorized using best practices. A list of all the cookies used on this website by category is mentioned below:

2.1 Strictly Necessary

These cookies are essential to enable You to move around the website and use its features, such as accessing secure areas of the website. When You visit Our website, We collect standard internet log information. We do this to find out things such as the number of visitors to various parts of Our website. The information We gather, may identify You and is only used for statistical purposes including but not limited to the establishment of visitor numbers, most popular pages and features and most popular browser type.

Without these cookies, basic services You have asked for (like browsing the home page) cannot be provided. Given such cookies are essential for using Our website, these cookies cannot be turned off without severely affecting Your use of the website.

2.2 Functional

These cookies aim at improving the functionality of Our website without which certain website features may not work properly, although they are non-essential parts of Our website. The information these cookies collect may be anonymised and they cannot track Your browsing activities on other websites.

2.3 Session Cookies

These cookies are temporary and only remain on Your computer and/or device from the point at which You visit Our website until the web browser is closed, at which point the cookies are removed. This can be managed by clicking on “Adjust my preferences” button.

2.4 Persistent Cookies

These cookies remain active on Your computer and/or device for a predetermined period of time (as determined by You) and is activated when these cookies collect information when You visit Our website. For instance – the information being collected about the pages You visit the most, will be dependent on the time period for which you have given consent to Us for collecting data pertaining to it. It must be noted that the information these cookies collect is aggregated and therefore, anonymous. They are only used to improve how Our website functions.

It is hereby clarified that, most, if not all, of Your strictly necessary and functionality cookies will likely be first-party cookies.

3. LEGAL IMPLICATIONS

3.1 Use of Information

We collect Your Information which is necessary for Our legitimate interests and lawful purpose to monitor on how Our website is used as mentioned above.

3.2 Policy Change

We reserve the unconditional right to change, alter, modify, add, or remove portions of this Policy at any time, without specifically notifying You of such change(s). Any change(s) or update(s) will be effective immediately. You should review the cookie policy, published on the Website at <https://www.birlatyre.com>, regularly for changes. If We make any significant changes, We will endeavour to provide You with reasonable notice of such changes, by email (on record with Us at the time such change is made) and where required is applicable by an Indian law, We will obtain Your consent. Your acceptance of the amended policy and/ or Your continued use of Our services after We publish or send a notice, as the case may be, about Our changes to this Policy shall signify Your consent to such change(s) and You shall be legally bound by the same. In case of breach of Your information, We will notify You via email and intimate the Board in the manner prescribed in the laws, on record with Us at the time such change is made, when We are aware of such breach at the earliest as practicable.

3.3 Updates to our Cookie Policy

We may need to update Our Cookie Policy. The latest version of our Cookie Policy is always available on Our website.

For further information on how we collect, process, deal with and protect Your personal information, You may view our Privacy Policy at <insert link of Privacy Policy>