

Avo Automation – GLOBAL COOKIE POLICY

Applicable to operations in India, Austria (EU), the United Kingdom, the United Arab Emirates, and the United States, and to all visitors and users of our Website worldwide.

Last Updated	July 2026
Effective Date	July 2026

1. Introduction

This Cookie Policy explains how Avo Automation ("we," "us," or "our") uses cookies and similar tracking technologies on our website, www.avoautomation.com (the "Website"). It supplements and should be read together with our Privacy Policy, available at www.avoautomation.com/privacy.

We operate from India and conduct business in Austria, the United Kingdom, the United Arab Emirates, and the United States. This Cookie Policy applies to all visitors to our Website, regardless of location, and is designed to comply with:

- The Digital Personal Data Protection Act, 2023 (DPDPA) –India
- The EU General Data Protection Regulation (GDPR) and the ePrivacy Directive, as implemented in Austria –EU/EEA
- The UK GDPR, the Data Protection Act 2018, and the Privacy and Electronic Communications Regulations (PECR), as amended by the Data (Use and Access) Act 2025 –United Kingdom
- Federal Decree–Law No. 45 of 2021 on the Protection of Personal Data (UAE PDPL) – United Arab Emirates
- The California Consumer Privacy Act/California Privacy Rights Act (CCPA/CPRA) and the California Invasion of Privacy Act (CIPA) –United States

Where a specific law sets a different standard for cookie consent (for example, an opt-in versus opt-out default), we apply the standard required for your location, as described in Section 6.

2. What Are Cookies and Similar Technologies?

Cookies are small text files placed on your device when you visit a website. We and our service providers also use similar tracking technologies, including pixels, web beacons, local storage, and software development kit (SDK) identifiers, which we refer to collectively as "cookies" in this Policy unless otherwise stated. These technologies help us provide core website functionality, analyze performance, and personalize your experience.

3. Types of Cookies We Use

We use the following categories of cookies:

3.1 Essential Cookies

These cookies are strictly necessary for the Website to function. They enable core features such as page navigation, secure access, load balancing, and form submissions. Essential cookies do not require consent under any applicable law, and you cannot disable them through our cookie consent platform. You may still block them through your browser settings, though this may affect Website functionality.

3.2 Analytics Cookies (Google Analytics)

Used to measure website traffic, understand user behavior, and improve site performance. Analytics cookies are activated only after you give consent, where consent is required under applicable law (see Section 6).

3.3 Marketing & CRM Cookies (HubSpot)

HubSpot cookies track interactions with our forms, emails, and website content. These help us understand engagement and improve communications. Marketing cookies are activated only after you provide opt-in consent, where required.

3.4 Functional Cookies

These cookies remember choices you make (such as language or region) to provide a more personalized experience. Where required by applicable law, these are also subject to consent.

4. Cookies We Use

The table below lists the principal cookies currently used on our Website. The list may be updated periodically as we adopt new tools; the most current and complete list is always available through our cookie consent platform (Cookiebot/OneTrust), accessible via the "Cookie Settings" link in the Website footer.

Cookie	Provider	Purpose	Duration	Category
_ga	Google Analytics	Distinguishes unique users	2 years	Analytics
_gid	Google Analytics	Distinguishes unique users	24 hours	Analytics
_gat	Google Analytics	Throttles request rate	1 minute	Analytics
hubspotutk	HubSpot	Tracks visitor identity across sessions	6 months	Marketing/CRM
__hssc	HubSpot	Tracks session state	30 minutes	Marketing/CRM
__hssrc	HubSpot	Determines if the browser was restarted	Session	Marketing/CRM
__hstc	HubSpot	Main cross-domain tracking cookie	6 months	Marketing/CRM
CookieConsent	Cookiebot/OneTrust	Stores your cookie consent preferences	12 months	Essential

5. Third-Party Cookies

Some cookies are placed by third parties, such as Google and HubSpot. These providers may collect information independently in accordance with their own privacy policies, which we encourage you to review:

- Google Privacy Policy: <https://policies.google.com/privacy>
- HubSpot Privacy Policy: <https://legal.hubspot.com/privacy-policy>

Where these providers process personal data on our behalf, we have entered into data processing agreements requiring them to handle such data in accordance with applicable law and only for the purposes we authorize.

6. Cookie Consent Requirements by Jurisdiction

Consent requirements for non-essential cookies vary by jurisdiction. We apply the following standards depending on where you are located:

Jurisdiction	Default cookie state	Consent standard
India (DPDPA)	Non-essential cookies blocked by default	Opt-in: free, specific, informed, itemized consent required before non-essential cookies load
Austria / EU (GDPR + ePrivacy)	Non-essential cookies blocked by default	Opt-in: freely given, specific, informed, unambiguous consent required before non-essential cookies load
United Kingdom (UK GDPR / PECR)	Non-essential cookies blocked by default	Opt-in consent required, with limited PECR exemptions for low-risk/strictly necessary uses under the Data (Use and Access) Act 2025
United Arab Emirates (PDPL)	Non-essential cookies blocked by default	Opt-in: explicit, free, specific, informed, revocable consent required
United States - California (CCPA/CPRA, CIPA)	Non-essential analytics/advertising cookies blocked until you choose	Opt-out model for most cookies; opt-in required for sale/sharing involving minors under 16; CIPA requires consent before high-risk tracking tools load

We use a compliant cookie consent management platform (Cookiebot or OneTrust) to:

- Detect your likely location and apply the appropriate consent standard;
- Collect explicit consent before any non-essential analytics, marketing, or functional cookies load, where opt-in consent is required;
- Block all non-essential tracking scripts until consent is provided, where required;
- Provide granular, category-level cookie preference options; and
- Allow users in opt-out jurisdictions (such as California) to block tracking by default, consistent with CIPA/CCPA.

We do not use session replay software, keystroke logging, or other high-risk interception technologies on our Website.

7. Changing or Withdrawing Your Consent

You may update or withdraw your cookie preferences at any time, as easily as you gave consent, by:

- Clicking "Cookie Settings" in the Website footer;
- Adjusting your preferences in the cookie consent banner; or
- Submitting a request via our Data Privacy Request page, or by emailing privacy@avoautomation.com.

Withdrawing consent does not affect the lawfulness of any processing carried out before withdrawal. You may also configure your browser to block or delete cookies generally; however, this may affect the functionality of our Website and other sites you visit.

8. Do Not Track and Global Privacy Control

Some browsers offer a "Do Not Track" (DNT) signal or the Global Privacy Control (GPC) signal, which communicates your preference not to be tracked or to opt out of the sale/sharing of personal information. Where required by applicable law –including under CCPA/CPRA for California users –we recognize and honor GPC signals as a valid request to opt out of non-essential tracking and the sale/sharing of personal information. We are also working towards honoring DNT signals consistently across our Website as browser support evolves.

9. How Long Cookies Last

Cookie durations vary by type and provider, as set out in the table in Section 4. Session cookies expire when you close your browser. Persistent cookies remain on your device for a set period (or until you delete them) and are used to recognize you on return visits.

10. Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in the cookies and tracking technologies we use, or to address new legal or regulatory requirements. The "Last Updated" date at the top of this Policy indicates when it was last revised. We review this Policy at least annually, and on a more frequent basis where there is a material change in the cookies or tracking technologies we use, or in applicable law. Material changes will be reflected in an updated consent prompt where required by applicable law.

11. More Information

For more details on how we collect, use, share, and protect personal data, and on your rights under the Digital Personal Data Protection Act 2023, the EU/UK GDPR, the UAE PDPL, and the CCPA/CPRA, please refer to our Privacy Policy at www.avoautomation.com/privacy.

12. Contact Us

For questions about this Cookie Policy, or to exercise your rights regarding cookies and tracking technologies, please contact us at:

Email: privacy@avoautomation.com

Grievance and Data Protection Officer: Shouvik Banerjee –Head of Legal –see Privacy Policy Section 14 for full regional contact details.