



## **Website Cookie Policy**

<https://www.theobroma.in/>

### **Effective from 1 April 2024**

Theobroma is owned and operated by Theobroma Foods Pvt. Ltd. (referred to as, “we”, “us” and “our”). This Cookie policy explains how we use cookies and similar technologies in the course of our business, including through our website that link to this Cookie Statement, such as e-commerce website or mobile application owned, operated or controlled by us or interact with emails delivered through our service. It explains what these technologies are and why we use them, as well as your rights to control our use of them. Capitalized terms used and not otherwise defined in this Cookie Policy have the meanings given to those terms in our Privacy Policy and Terms and Conditions.

In some cases, we may use cookies and other tracking technologies described in this Cookie Policy to collect Personal Information, or to collect information that becomes Personal Information if we combine it with other information. For more information about how we process your Personal Information, please consult our Privacy Policy.

#### **1. What are cookies?**

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by online service providers in order, for example, to make their website or services work, or work more efficiently, as well as to provide reporting information.

Cookies set by the website owner or service provider (in this case, Theobroma) are called “first-party cookies”. Cookies set by parties other than the website owner are called “third-party cookies”. Third-party cookies enable third-party features or functionality to be provided on or through the website or service you are using (such as advertising, interactive content and analytics). The third parties that set these third-party cookies can recognize your computer both when it visits the website or service in question and also when it visits certain other websites or services.

#### **2. Why do we use cookies and other tracking technologies?**

We use first-party and third-party cookies for several reasons. Some cookies are required for technical reasons for our Theobroma Sites and Services to operate, and we refer to these as “essential” or “strictly necessary” cookies. Other cookies enable us and the third parties we work with to track and target the interests of Visitors to our Theobroma Sites, and we refer to these as “performance” or “functionality” cookies. For example, we use cookies to tailor content and information that we may send or display to you and otherwise improve the functionality of the Service we provide. We also enable our members to deploy cookies and similar tracking technologies in connection with their use of our Service in order to allow our Members to track their Contacts or end users. Finally, third parties serve cookies through our Theobroma Sites and Service for advertising, analytics and other purposes. This is described in more detail below.

Cookies served through our Theobroma Sites

The specific types of first and third-party cookies served through our Theobroma Sites and the purposes they perform are described in further detail below:



## A. Essential cookies

These cookies are strictly necessary to provide you with the services and features available through our Theobroma Sites. Because these cookies are strictly necessary to deliver the Theobroma Sites, you cannot refuse them without impacting how the Sites function. You can block or delete them by changing your browser settings, as described under the heading “How can I control cookies?” in this Cookie Policy.

Sr. No	Cookie Name	Provider	Purpose Description	Expiry	Type
1.	secure_customer_sig	theobroma.in	This cookie is generally provided by Shopify and is used in connection with customer login	1 day	First party
2.	_orig_referrer	.theobroma.in	This cookie is generally provided by Shopify and is used in connection with a shopping cart	14 days	First party
3.	currency	.theobroma.in	Used to remember selected currency	1 year	First party
4.	wpm-domain-test	In	Necessary for the website security.	19727 days	
5.	wpm-domain-test	theobroma.in	Necessary for the website security.	19727 days	First party
6.	cookietest	theobroma.in	This cookie is used to determine if the visitor has accepted the cookie consent box.	19727 days	First party
7.	_shopify_d	theobroma.in	The cookie is necessary for the secure checkout and payment function on the website. This function is provided by shopify.com.	19727 days	First party
8.	CookieConsent	theobroma.in	Stores the user's cookie consent state for the current domain	1 year	First party
9.	_cmp_a	theobroma.in	Determines whether the user has accepted the cookie consent box.	Session	First party
10	PHPSESSID	storelocator.metiza pps.com	Preserves user session state across page requests.	Session	Third party
11	VISITOR_PRIVACY_METADATA	youtube.com	Stores the user's cookie consent state for the current domain	179 days	Third party
12	CONSENT	youtube.com	Used to detect if the visitor has accepted the marketing category in the cookie banner. This cookie is necessary for GDPR-compliance of the website.	729 days	Third party
13	PHPSESSID	killerplayer.cpom	Preserves user session state across page requests.	Session	Third party
14	_secure_session_id	theobroma.in	Necessary for the shopping cart functionality on the website.	29 days	First party
15	ci_session	order.theobroma.in	This cookie is set as default session cookie name in config.php in config folder in CodeIgniter.	2 hours	First party
16	PHPSESSID	order.theobroma.in	This cookie is native to PHP applications. The cookie stores and identifies a user's unique session ID to manage user sessions on the website. The cookie is a session cookie and will be deleted when all the browser windows are closed.	Session	First party



17	slug	order.theobroma.in	This cookie is used to save last opened outlet so that if customer returns we can directly open that outlet	24Hrs	First party
18	view_business	order.theobroma.in	This cookie is used to save last opened outlet so that if customer returns we can directly open that outlet	24Hrs	First party
19	view_locality	order.theobroma.in	This cookie is used to save last opened outlet so that if customer returns we can directly open that outlet	24Hrs	First party
20	view_outlet	order.theobroma.in	This cookie is used to save last opened outlet so that if customer returns we can directly open that outlet	24Hrs	First party
21.	vwoSn			Local	
22.	_cltk			Session	

### B. Performance and Functionality Cookies

These cookies collect information that is used either to help us understand how Theobroma Sites are being used or how effective our marketing campaigns are, or to help us customize our Theobroma Sites and application for you to enhance your experience.

#### Performance cookies:

Sr. No	Cookie Name	Provider	Purpose Description	Expiry	Type
1.	_landing_page	.theobroma.in	This cookie is used to track, report, and analyze on landing pages	14 days	First party
2.	_shopify_y	.theobroma.in	This cookie is associated with Shopify analytics suite	1 year	First party
3.	_shopify_s	.theobroma.in	This cookie is associated with Shopify analytics suite	30 mins	First party
4.	_ga_NIM0YZ808V	.theobroma.in	This cookie is used by Google Analytics to persist session state	1 year 1 month	Third Party
5.	_ga	.theobroma.in	This cookie name is associated with Google Universal Analytics – which is a significant update to Google’s more commonly used analytics service. This cookie is used to distinguish users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports.	1 year 1 month	Third party

### Analytical Cookies:

Sr. No.	Cookie Name	Provider	Purpose Description	Expiry	Type
1.	_fbp	.theobroma.in	Facebook sets this cookie to display	3 months	First party
2.	_glc_au	.theobroma.in	Google Tag Manager sets the cookie to experiment advertisement efficiency of website using their services	3 months	First party
3.	CLID	.theobroma.in	Microsoft Clarity set this cookie to store information about how visitors interact with the website. The cookie helps to provide an analysis report. The data collection includes the number of visitors, where they visit the website and the page visited.	1 year	Third party
4.	_ga_*	.theobroma.in	Google Analytics sets this cookie to store and count page views.	1 year 1 month 4 days	First Party
5.	_ga	.theobroma.in	Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.	1 year 1 month 4 days	First party
6.	_clck	.theobroma.in	Microsoft Clarity sets this cookie to retain the browser's Clarity User ID and settings exclusive to that website. This guarantees that actions taken during subsequent visits to the same website will be linked to the same user ID.	1 year	First party
7.	SM	.c.clarity.ms	Microsoft Clarity cookie set this cookie for synchronizing the MUID across Microsoft domains.	Session	Third party

### Functionality Cookies:

Sr. No.	Cookie Name	Provider	Purpose Description	Expiry	Type
1.	Localization	theobroma.in	This cookie is set on pages with the Flickr widget	1 year	First party
2.	keep_alive	theobroma.in		30 mins	First party
3.	scm_bannerslider_content	.theobroma.in		1 year	First party
4.	scm_bannerslider_app	.theobroma.in		1 year	First party
5.	zify_recently_products	theobroma.in		89 days	First party

6.	_clsk	theobroma.in	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.	Session	First party
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### C. Advertising (Targeting) Cookies

These cookies are used to make advertising messages more relevant to you and your interests. They also perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed, and in some cases selecting advertisements that are based on your interests. For further information, see the section of the Cookies Policy entitled "Targeted online advertising".

Sr. No	Cookie Name	Provider	Purpose Description	Expiry	Type
1.	ANOCKK	.c.clarity.ms	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	10 mins	Third party
2.	MR	.c.bing.com	This is a Microsoft MSN 1 <sup>st</sup> party cookie which we use to measure the use of the website for internal analytics.	7 days	Third party
3.	MUID	.c.clarity.ms	This cookie is widely used by Microsoft as a unique identifier. It can be set by embedded Microsoft scripts. Widely believed to sync across many different Microsoft domains, allowing user tracking.	1 year	Third party
4.	_uetvid	.theobroma.in	This is a cookie utilized by Microsoft Bing Ads and is a tracking cookie. It allows us to engage with a user that has previously visited our website	1 year	First party
5.	_uetvid	bing.com	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	Persistent	Third party

6.	_uetvid_ex p	bing.com	Contains the expiry-date for the cookie with corresponding name.	Persistent	Third party
7.	YSC	.youtube.com	This cookie is set by Youtube to track views of embedded videos	Session	Third party
8.	SM	.c.clarity.ms	This is a Microsoft MSN 1 <sup>st</sup> party cookie which we use to measure the use of the website for internal analytics.	Session	Third party
9.	_uetsid	.theobroma.in	This cookies is used by Bing to determine what ads should be shown that may be relevant to the end user perusing the site.	1 day	First party

10.	_uetid	bing.com	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	Persistent	Third party
11.	_uetid_exp	bing.com	Contains the expiry-date for the cookie with corresponding name.	Persistent	Third party
12.	VISITOR_INFO_LIVE	.youtube.com	This cookie is set by YouTube to keep track of user preferences for YouTube videos embedded in sites; it can also determine whether the website visitor is using the new or old version of the YouTube interface.	6 months	Third party
13.	MUID	.bing.com	This cookie is widely used by Microsoft as a unique identifier. It can be set by embedded Microsoft scripts. Widely believed to sync across many different Microsoft domains, allowing user tracking.	1 year	Third party
14.	SRM_B	.c.bing.com	This is a MSN first party cookie that ensures the proper functioning of the website.	1 year	Third party
15.	MR	.c.clarity.ms	This is a Microsoft MSN 1 <sup>st</sup> party cookie which we use to measure the use of the website for internal analytics.	7 days	Third party
16.	_glc_au	theobroma.in	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	89 days	First party
17.	_shopify_s	.theobroma.in	Collects data on user behaviour and interaction in order to optimize the website and make advertisement on the website more relevant.	30 mins	First party
18.	_ga_#	theobroma.in	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	729 days	First party
19.	_ga	theobroma.in	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	729 days	First party
20.	_shopify_s_a_t	theobroma.in	Collects data on visitors' behaviour and interaction - This is used to make advertisement on the website more relevant. The cookie also allows the website to detect any referrals from other websites.	Session	First party
21.	_shopify_s_a_p	theobroma.in	Collects data on visitors' behaviour and interaction - This is used to make advertisement on the website more relevant. The cookie also allows the website to detect any referrals from other websites.	Session	First party

22.	_fbp	theobroma.in	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	89 days	First party
23.	_shopify_y	.theobroma.in	Collects data on user behavior and interaction in order to optimize the website and make advertisement on the website more relevant.	1 year	First party
24.	lastExternal Referrer	connect.facebook.net	Detects how the user reached the website by registering their last URL-address.	Persistent	Third party
25.	lastExternal ReferrerTime	connect.facebook.net	Detects how the user reached the website by registering their last URL-address.	Persistent	Third party
26.	MSPTC	.bing.com		1 year	Third party
27.	TESTCOOKIESENABLED	youtube.com	Used to track user's interaction with embedded content.	Session	Third party
28.	nextId	youtube.com	Used to track user's interaction with embedded content.	19696 days	Third party
29.	requests	youtube.com	Used to track user's interaction with embedded content.	19696 days	Third party
30.	remote_sid	youtube.com	Necessary for the implementation and functionality of YouTube video-content on the website.	19696 days	Third party
31.	yt-remote-device-id	youtube.com	Stores the user's video player preferences using embedded YouTube video	Persistent	Third party
32.	yt-remote-cast-installed	youtube.com	Stores the user's video player preferences using embedded YouTube video	Persistent	Third party
33.	yt-remote-cast-available	youtube.com	Stores the user's video player preferences using embedded YouTube video	Persistent	Third party
34.	yt-remote-session-app	youtube.com	Stores the user's video player preferences using embedded YouTube video	Persistent	Third party
35.	yt-remote-session-name	youtube.com	Stores the user's video player preferences using embedded YouTube video	Persistent	Third party
36.	yt-remote-fast-check-period	youtube.com	Stores the user's video player preferences using embedded YouTube video	Persistent	Third party
37.	yt-remote-connected-devices	youtube.com	Stores the user's video player preferences using embedded YouTube video	Persistent	Third party
38.	YtIdMeta#databases	youtube.com	Used to track user's interaction with embedded content.	Persistent	Third party
39.	ads/ga-audiences	google.com	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites.	Persistent	Pixel tracker
40.	c.gif	c.clarity.ms	Collects data on the user's navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner.	Persistent	Pixel tracker

41.	Td	<a href="http://www.googletagmanager.com">www.googletagmanager.com</a>	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.	Persistent	Pixel tracker
42.	test_cookie	.doubleclick.net	doubleclick.net sets this cookie to determine if the user's browser supports cookies.	15 minutes	Third party
43.	MUID	.c.clarity.ms	Bing sets this cookie to recognise unique web browsers visiting Microsoft sites. This cookie is used for advertising, site analytics, and other operations.	1 year 24 days	Third party
44.	MUID	.bing.com	Bing sets this cookie to recognise unique web browsers visiting Microsoft sites. This cookie is used for advertising, site analytics, and other operations.	1 year 24 days	Third party
45.	MR	.c.bing.com	This cookie, set by Bing, is used to collect user information for analytics purposes	7 days	Third party
46.	ANOCK	.c.clarity.ms	This ANOCK cookie, set by Bing is used to store a user's session ID and verify ads' clicks on the Bing search engine. This cookie helps in reporting and personalization as well.	10 mins	Third party
47.	IDE	.doubleclick.net	This cookie is set by Doubleclick and carries out information about how the end user uses the website and any advertising that the end user may have been before visiting the said website.	1 year	Third party
48.	CLID	www.clarity.ms	This cookie is usually set by Dstillery to enable sharing media content to social media. It may also gather information on website visitors when they use social media to share website content from the page visited.	1 year	Third party
49.	_clsk	.theobroma.in		1 day	Third party
50.	_clck	.theorbroma.in		1 year	Third party

### 3. Other tracking technologies

We and our third-party partners may use other, similar technologies from time to time, like web beacons, SDKs, pixels (or "clear gifs") and other tracking technologies. Pixels are tiny graphics files that contain a unique identifier that enable us to recognize when someone has visited our Theobroma Sites or, in the case of web beacons, opened an email that we have sent them. This allows us, for example, to monitor the traffic patterns of Visitors from one page within our Theobroma Sites to another, to deliver or communicate with cookies, to understand whether you have come to our Sites from an online advertisement displayed on a third-party website, to serve targeted advertisements to you and others like you, to improve site performance, and to measure the success of marketing campaigns. While you may not have the ability to specifically reject or disable these tracking technologies, in many instances, these technologies are reliant on cookies to function properly; accordingly, in those instances, declining cookies will impair the functionality of these technologies.





#### 4. Targeted Online Advertising

We have engaged one or more third-party service providers to track and analyze both individualized usage and volume statistical information from interactions with our Theobroma Sites. We also partner with one or more third parties (such as advertisers and ad networks) to display advertising on our Sites and/or to manage and serve advertising on other sites.

These third parties use cookies, web beacons, pixel tags and similar tracking technologies to collect and use certain information about your online activities, either on our Sites and/or other sites or mobile apps, to infer your interests and deliver to you targeted advertisements that are more tailored to you based on your browsing activities and inferred interests (“Interest Based Advertising”).

Our third-party service providers may also use cookies or web beacons to collect information about your visits to our Sites and/or other sites to measure and track the effectiveness of advertisements and our online marketing activities (for example, by collecting data on how many times you click on one of our ads).

Facebook: We also use Meta’s pixel to identify users who have landed on certain pages for the purposes of target group-oriented remarketing and advertising. The Meta pixel stores a cookie, which means that information about your visit to our Sites will be shared with Facebook. These cookies and the information collected are used to create target groups to help Facebook deliver advertising on our behalf to users who have previously visited our Sites when they are on Facebook or a digital platform powered by Facebook Advertising, and to track advertising success. You can modify your Facebook Ad settings to restrict these advertisements. Navigate to Settings/Adverts in your Facebook account to adjust your preferences. Learn more about the different types of Facebook cookies here: [www.facebook.com/policies/cookies/](http://www.facebook.com/policies/cookies/)

#### 5. Social media Links

On our website we have included links to social media networks such as Facebook, Twitter, LinkedIn, and YouTube to promote webpages (e.g., “like,” “pin”) or share (e.g., “tweet”). These links work using pieces of code coming from Facebook, Twitter, LinkedIn, and YouTube themselves. This code places cookies. These social media link also can store and process certain information, so a personalized advertisement can be shown to you.

Please read the privacy statement of these social networks (which can change regularly) to realize what they do with your (personal) data which they process using these cookies. Facebook, Twitter, LinkedIn, and YouTube are in the United States.

#### 6. When do we require your consent?

We request your consent before placing cookies on your device. You can give your consent by clicking on the appropriate button on the banner displayed to you. If you do not wish to give consent or seek to withdraw your consent to any cookies at any time, you will need to delete, block, or disable cookies via your browser settings. Please note that disabling these cookies will affect the functionality of the website and may prevent you from accessing certain features on the website.

#### 7. Are there any third parties involved?

When you permit us, we may share data collected using cookies and similar technologies on our website with selected third-party partners. Hereunder is the table indicating the third-party providers with whom we share your data and the purposes for which they may use it.

Third Party Provider	Purpose
YouTube	Registers a unique ID on mobile devices to enable tracking based on geographical GPS location.

Twitter	Collects anonymous data related to the user's visits to the website, such as the number of visits, average time spent on the website and the pages loaded, with the purpose of personalizing and improving the Twitter service.
Facebook	To deliver a series of advertisement products such as real time bidding from third party advertisers.
LinkedIn	For tracking the use of embedded services.
Google	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.
Google Analytics	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.

**8. How to disable cookies**

You can use your internet browser to delete cookies automatically or manually. You can also specify that certain cookies may not be placed. Your web browser will have an option you may select that will block cookies. For understanding these settings, the following links may be helpful:

Firefox

Google

Chrome

Microsoft

Edge Safari

**9. Contact**

You may raise any concerns or send any queries with regards to the use of cookies on this website by email to or addressed to [privacy@theobroma.in](mailto:privacy@theobroma.in)

For more information about our privacy practices, please review our privacy policy available on website.