

COOKIE POLICY

Effective Date: 15.05.2025

This Cookie Policy explains how SHOP RR WAY PRIVATE LIMITED ("BackingBay," "we," "us," or "our") uses cookies and similar tracking technologies on the website <https://backingbay.com> ("Platform").

1. What Are Cookies?

Cookies are small text files stored on your device when you visit a website. They are used to enable website functionality, improve performance, and analyze user interactions.

2. Types of Cookies We Use

- Essential Cookies: Required for core platform features and secure user sessions.
- Analytics Cookies: Help us analyze usage trends and improve user experience. We use tools such as Google Analytics.
- Functionality Cookies: Remember user preferences like language, region, and login state.
- Third-Party Cookies: Set by services such as embedded videos, social media plugins, or ad platforms.

3. How We Use Cookies

- To recognize returning users and store preferences
- To understand site traffic and user behavior
- To maintain session security and prevent fraud
- To deliver relevant platform content and marketing

4. Managing Your Cookie Preferences

- You can disable or delete cookies via your browser settings.
- Some features of the Platform may not function properly without cookies.

5. Third-Party Services

- Cookies may be used by third-party services integrated into our Platform. These providers are governed by their own privacy policies.

6. Changes to This Policy

- We may update this Cookie Policy periodically. Continued use of the Platform implies your consent to the latest version.

Contact Us

If you have any questions, contact: shoprrway@gmail.com

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