

Celcom Axiata Cookie Policy

What are cookies?

A cookie is a small file that can be placed on your device that allows us to recognize and remember you. It is sent to your browser and stored on your computer's hard drive or tablet or mobile device. When you visit our sites, we may collect information from you automatically through cookies and other tracking technologies.

What are web beacons?

Web Beacon is a transparent graphic image placed on websites/e-mails to monitor user activity. Web beacons are similar to cookies and are often used in combination with cookies.

What do we use cookies for?

Like most providers of online services, we use cookies to provide, secure and improve our services, including by remembering your preferences, recognizing you when you visit our website and personalizing and tailoring ads to your interests. To accomplish these purposes, we also may link information from cookies with other personal information we hold about you.

What are the different types of cookies?

First-party cookies

First-party cookies are placed on your device directly by us. For example, we use first-party cookies to adapt our website to your browser's language preferences and to better understand your use of our website.

Third-party cookies

Third-party cookies are placed on your device by our partners and service providers. For example, we use third-party cookies to measure user numbers on our website or to enable you to share content with others across social media platforms.

Session cookies

Session cookies are used for a variety of reasons, including to learn more about your use of our website during one single browser session and to help you to use our website more efficiently. Session cookies last only until you close your browser.

Persistent cookies

Persistent cookies are primarily used to help you quickly sign-in to our website again and for analytical purposes. Persistent cookies have a longer lifespan and aren't automatically deleted when you close your browser.

Based on functionality, cookies can be classified as below:

Functionality	Description
Necessary cookies	These cookies are strictly necessary to provide you with services available through our website and to use some of its features, such as access to secure areas.
Analytics cookies	These cookies help us understand how our website is being used, how effective marketing campaigns are, and help us customize and improve our websites for you.
Marketing cookies	These cookies record your visit to our website, the pages you have visited (including, in the case of interest-based advertising, the pages of other websites) and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose. Without these cookies, you will be able to use and enjoy all the features of our website but the ads you see will not be tailored to your preferences.
Preference Cookies	Preference cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region that you are in.

By using our website, you consent to the use of these cookies. If you do not wish to accept any cookies or certain types of cookies/web beacons, you can change your browser’s settings to delete cookies that have already been set and to not accept new cookies.

Cookie preferences

Users can mostly control their cookie preferences by managing the browser settings. For more information about these controls and to exercise your cookie preferences, visit your browser or device’s help material.

Please however note, that, if you delete cookies or do not accept them, you might not be able to use all of the features we offer, you may not be able to store your preferences, and some of our pages might not get displayed properly.

Changes to this cookie policy

We may periodically update this policy to comply with privacy regulations, describe new website features, or to add and/or remove cookies that we use.

Other information

For more information on how Celcom Axiata manages your personal data received through the website, please read Celcom Axiata’s [privacy notice](#).

How to contact us

If you have any questions or concerns about this policy or its implementation, please contact us at ethicsandprivacy@celcom.com.my