

COOKIE POLICY

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1. INTRODUCTION

Welcome to the **Seri Pacific Kuala Lumpur** website. This Cookie Policy (“Policy”) explains how we use cookies and similar technologies on our website to improve your browsing experience and provide you with relevant information. By using our website, you consent to the use of cookies as described in this Policy.

2. WHAT ARE COOKIES AND ITS TYPES?

We use the following types of cookies on our website:

- **Essential Cookies:** These cookies are necessary for the proper functioning of our website. They enable you to navigate the site and use its features.
- **Analytics Cookies:** These cookies collect information about how visitors use our website, including which pages they visit and how long they stay. This information helps us improve our website and provide a better user experience.
- **Advertising Cookies:** We may use advertising cookies to deliver relevant advertisements to you based on your interests and online behavior. These cookies may also help us measure the effectiveness of our advertising campaigns.

3. HOW WE USE COOKIES

We use cookies for the following purposes:

- To ensure the functionality of our website.
- To analyze user behavior and improve our services.
- To provide personalized content and advertisements.
- To monitor the performance of our website and marketing efforts.

4. MANAGING YOUR COOKIE PREFERENCES

You can manage your cookie preferences at any time by:

- Adjusting your browser settings to accept or reject cookies.
- Using our cookie consent management tool, if available, to customize your preferences.
- Opting out of certain types of cookies, such as advertising cookies, through the settings provided by third-party advertising networks.

Learn more about cookies at: <https://allaboutcookies.org/how-to-manage-cookies>. Please note that disabling certain cookies may affect your experience on our website.

5. THIRD PARTY COOKIES

We may allow third-party services to use cookies on our website for various purposes, including analytics and advertising. These third-party cookies are subject to the respective privacy policies of these services.

6. CONSENT

By using our website, you consent to the use of cookies as described in this Cookie Policy. If you do not agree with our use of cookies, please adjust your browser settings or do not use our website.

7. CHANGES TO THIS POLICY

We may update this Cookie Policy to reflect changes in our practices or for legal reasons. Please review this Policy periodically for any updates.

8. CONTACT US

If you have any questions or concerns about our Cookie Policy or the use of cookies on our website, please contact us at resv@seripacific.com.