SixthSense – Website Cookie Policy

Last updated: 11th April 2025

In the provision of services to you, Rakuten India Enterprise Private Limited ("**we**", "**our**", "**us**") uses cookies and other technologies. This cookie policy ("**Policy**") explains what cookies are used on the website https://sixthsense.rakuten.com/ ("**Website**") and through our software-as-a-service products (collectively the "**Services**"), why they are used, and how you can manage your cookie settings.

BY CONTINUING TO VISIT THE WEBSITE OR USE OUR SERVICES, YOU AGREE TO USE OF THE COOKIES AND SIMILAR TECHNOLOGIES FOR THE PURPOSES DETAILED IN THIS POLICY.

Please note that this Policy does not apply to the privacy practices of third-party websites which may be linked to our Website or Services.

What are Cookies?

Cookies are small text files downloaded to your browser when you visit a website. A cookie is a small piece of data (text file) that a website – when visited by a user – asks your browser to store on your device in order to remember information about you, such as your language preference or login information.

Cookies help enable certain features and functionalities on that website. Cookies serve a memory function for the websites you visit, and save certain elements of that website to enhance user experience and interactions.

Those cookies are set by us are called first-party cookies. We also use third-party cookies – which are cookies from a domain different than the domain of the website you are visiting – for our advertising and marketing efforts. More specifically, we use cookies and other tracking technologies for the purposes listed below.

Strictly Necessary Cookies

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site may not work properly in that case.

Strictly Necessary Cookies		
Cookie Subgroup	**Cookies**	**Cookies used**
rakuten.com	bm_sv, bm_mi, ak_bmsc	1st Party
global.rakuten.com	CONCRETE5, OptanonConsent, OptanonAlertBoxClosed	1st Party
onetrust.com	__cfduid	3rd Party
rakuten.co.jp	bm_mi, ak_bmsc	3rd Party
cookielaw.org	__cfduid	3rd Party
.rakuten.co.jp	ak_bmsc, bm_mi	3rd Party
cdn.cookielaw.org	OptanonAlertBoxClosed, OptanonConsent, eupubconsent	3rd Party

Functional Cookies

These cookies enable the website to provide enhanced functionality and display customized videos and images. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies, then some or all of these services may not function properly.

At this time, we do not collect or process functional cookies.

Performance/Analytics Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us understand which pages are the most and least popular and learn how visitors move around the site. If you do not allow these cookies we will not know when you have visited our site and will not be able to monitor its performance.

At this time, we do not collect or process performance/ analytics cookies.

Targeting Cookies

These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. They are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

At this time, we do not collect or process targeting cookies.